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CHIEF EDITOR:  
JIAN RONG  
NEWS EDITOR:  
YU SHANSHAN  
DESIGNER:  
DENG NING

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BEIJING YOUTH DAILY



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## Fans ready for soccer rumble



Luoxi, the soccer lover from Shenyang, Liaoning province, went to his first World Cup in 1998 in France. This year will be his fourth trip abroad as he follows the Cup.

His presence at each game has solidified his reputation as China's "emperor of fans." At this year's World Cup, he will play himself in a movie about the competition in South Africa. Luoxi is both icon and idol to Chinese soccer fans who dream of one day having a national team worthy of FIFA.

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# Beijing grants residence permits to more expats

By Han Manman

Foreigners who need to stay in China for more than six months can apply for new residence permits starting June 1, according to a revised policy by the Ministry of Public Security.

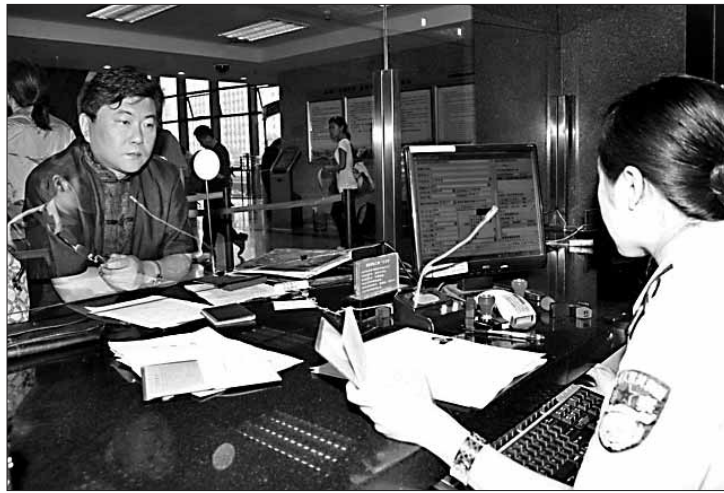
The new regulations allow five categories of foreigners to apply for residence permits in China. They are spouses of Chinese citizens, as well as their parents and children; foreigners 60 or older and their spouses, whose only relatives are in China; foreigners 60 or older, as well as their spouses and children younger than 18, who own a home in China; foreigners returning to care for their Chinese parents who are 60 or older and who have no children in China; and children of overseas Chinese or children of Chinese citizens who have residence permits in other countries.

These groups of people can apply for a one- or two-year residence permit. Those who want an extension to their permit can apply after their current one expires.

The new class of residency permits lifts restrictions on the number of entries and raises the duration of each stay up to two years.

Previously, foreigners who came to China to visit family members had to apply for an "L visa," which is valid for up to one year. Under existing rules, the visa has limits on the frequency of entries and exits.

But with more foreigners



The first German national applied for residence under the new law Wednesday.

Photo provided by Lin Song

visiting their close relatives in China, the ministry has decided to grant residence permits to them to make their travel more convenient, said Lin Song, press director for the Exit-Entry Administration of the Municipal Public Security Bureau.

He said foreigners wishing to make use of the new law would still be subject to the same health checks required by other residence permit applications.

The new law will be applied nationwide on June 1; applicants can apply once they arrive in China.

He said that those wish-

ing to work in China would still need to follow established procedures to become officially employed.

Chen Jingjing, a Beijinger who married a Spanish man 12 years ago, said she has been looking forward to such measures for a long time.

"My husband's family members sometimes come to China to visit us but every time they need to apply for L visas that allow a single entry, which is troublesome," she said.

Nearly 26.1 million foreigners entered China in 2007, according to the Exit-Entry

Administration of the Ministry of Public Security.

Although overall figures have yet to be updated, local statistics project a trend of more foreigners staying in China for longer periods. The number of foreigners living in Beijing for more than six months has increased 110,000 every year since 2008, Xinhua reported.

Foreign residents will be taking part in the national census for the first time on November 1, giving experts and policy makers more solid statistical support for a reform of migration management.

## Gov salon a platform for expats' voice

By Han Manman

The Beijing government started a monthly salon for its expat residents last week. The meetings are aimed to enhance cooperation and give foreign residents a forum to voice their suggestions about difficulties they face living in the capital.

The first government salon, themed "global city," drew 100 expats from embassies, international organizations and foreign companies.

Over tea and cakes, guests shared their experiences and gave suggestions to government officials about how to remake Beijing into a global city.

"For me, a global city is a place that draws people from around the world to come live in it, study in it, start businesses in it, study in it and enjoy life in it," said Jacques Leclerc du Sablon, general manager of the French Chamber of Commerce.

Du Sablon, who has lived in Beijing for 20 years, said he has witnessed Beijing's huge effort transform itself from a traditional city to a world city.

But he suggested the government do more to reduce the complicated procedures for foreign business applications and make it easier for expats to rent homes in the city.

Frank P. Palmer, a Germany photographer, brought in some of his pictures taken 16 years ago.

"This is what I saw at that time," Palmer said, pointing to a photo of a dull urban landscape of low-rise, flat-top buildings.

He said that by comparison, Beijing has already become a global city.

Many participants praised the relaxed and practical atmosphere of the salon.

Wang Hui, the municipal government's director of information, said he hopes to build a platform that can enhance expats cooperation and help the city's foreign residents to learn about business, culture and tourism opportunities.

# Country braces for national college entrance exam

Schools and educational authorities across the country are making final preparations to ensure that the upcoming national college entrance exam proceeds smoothly and fairly, an official at the Ministry of Education said Wednesday.

The ministry joined local education, public security and telecommunications authorities to guard against cheating, said Liu Junyi, vice director of the exam center under the ministry, at a press conference Wednesday.

"People who create the tests have been completely cut off from the outside world, and their papers were stored in a special room with multiple electronic monitors," Liu said.

The exam, held annually on June 7 and 8, has seen an increase in cheating due to new technology. Educational authorities have had to create stricter rules and high-tech countermeasures to ensure fairness.

In China, many parents believe college is the first step to success and many students

pin their hopes on the exam.

A total of 9.57 million high school students have registered to take the exam this year, a slight decrease from last year. More than 68 percent of them will get into college as planned, up nearly 7 percent from last year, according to a notice issued Wednesday by the ministry.

Liu said up to 25 provincial-level regions across the country have set up online inspection systems so that exam venues can be monitored on screens.

Telecommunications departments across the country would also send staff and devices to help with the monitoring, Liu said.

The ministry also ordered local authorities to work out plans for emergency responses against natural disasters or extreme weather during the exam, Liu said.

In another notice, the ministry urged colleges nationwide to publish recruitment information in a timely and transparent way.

(Xinhua)



Schools in Beijing have been given new electronic surveillance equipment to catch cheaters.

CFP Photo



# 'Green bean guru's clinic demolished, branches remain open

By Han Manman

The flagship consultation office of diet guru Zhang Wuben, known as the "green bean guru," was demolished in Beijing earlier this week following an announcement by Ministry of Health officials last Friday that his medical credentials were fake.

Zhang, 47, shot to national fame with his cheap food recipes to "improve people's health." That was before the world learned he had falsified his medical background.

The Beijing Olympic Sports Center Gymnasium, which leased the building to Zhang for his Wubentang office, declined to comment Wednesday.

Several patients from Shanxi province arrived at the demolition site Wednesday, demanding a return of the 20,000 yuan they paid to reserve a spot in his "Wuben Health Camp."

Two Wubentang offices in Beijing remained open, a *Legal Mirror* report said. Consultations are now given by Zhang's students rather than Zhang himself.

Once called "the most highly skilled doctor in Beijing," Zhang was famous for his diet regimens purported to cure diabetes and hypertension using green beans and eggplants.

He said eating green bean soup every day could cure heart disease and cancer, and in 2009 compiled his theories in a book titled *Dietary Therapy for the Disease Eaten Out*. The book sold 4 million copies and was on the list of Top 10 sellers for weeks at Dangdang, China's largest online bookseller.

People flocked to Wubentang



"Green bean guru" Zhang Wuben's flagship consultation office is gone.

CFP Photo

after Zhang opened his office last August near the Bird's Nest. He charged 2,000 to 5,000 yuan for a diet package after his 10-minute consultation.

Zhang's popularity was also blamed for a spike in the price of beans, now 20 yuan per kilogram, up from 8 yuan last year.

But Zhang's magic began to fade after medical experts and media reports questioned his background and his theories.

On Friday, the Ministry of Health announced at a news briefing that it never gave Zhang any accreditation.

Though his office has a busi-

ness license, it has no permit for clinical medical activities and none of its staff has a doctor's license, officials said.

Doctors at Beijing Traditional Chinese Medicine Hospital said they saw a sharp increase during the past two months of patients who developed health symptoms related to excess green bean consumption.

Fu Yanling, a professor at the Beijing University of Chinese Medicine, said Zhang's theories are one-sided, unscientific and risky.

"The public should seek advice or treatment from authorized and

reliable medical agencies or professionals instead of relying on health-care books," Fu said.

"I think the reason why Zhang Wuben has been able to cheat so many people is due to a high demand for health products and general disarray in the health market," local resident Feng Zheng said, noting that many people believe diet can cure better than medicine.

Feng said that because the law on health products is inconsistent, nutritionists can use a loophole to earn money with their dietary regimens despite lacking medical training.

## E-waste stations recycle in 100 communities

By Liang Meilan

Charity e-waste recycling stations organized by charity foundations and universities are being tested in 10 communities to reduce secondary pollution. The trial is expected to expand to 100 communities before the end of the year.

The first 10 stations were placed May 29 in old communities such as Yangjiayuan, Hanyi and Tuanjiehu Sansitiao. University volunteers and experts organized by Sino-Ocean Charity Foundation gave out e-waste proposals to residents and collected waste appliances.

In Tuanjiehu Sansitiao alone, volunteers collected 40 televisions, air-conditioners, electric cookers, VCRs and other appliances. Owners will be compensated after the devices have been reviewed by e-waste experts. Old color televisions are worth 20 to 90 yuan and air-conditioners are worth 60 to 300 yuan.

Residents are also eligible for discount coupons usable at Gome appliance stores.

The project is intended to intercept private e-waste collection by



Recycled home appliances are disassembled at Huaxing, the only authorized e-waste disassembly base in the capital.

CFP Photo

stations. Waste collected at most stations is repaired and resold, scrapped for parts or burned.

E-waste incineration is extremely polluting.

"What makes the biggest difference between the project and private recycling stations is that the project is non-profit," said Duan Tao, secretary-general of the charity foundation. "All the waste electric appliances go

directly to disassembly treatment plants authorized by the Municipal Environmental Protection Agency. No secondary pollution will be produced this way."

The biggest e-waste recycling project in town is the New Green environmental protection campaign lead by Sino-Ocean Charity Foundation, which has already held events in 500 communities.

"The compensations for

e-waste collections is paid by the foundation. University students and experts from professional institutions work as volunteers," said Duan.

Recent years have seen a peak in home appliance replacement. According to statistics released by the Municipal Environmental Protection Agency, the city's e-waste this year will reach 158,300 tons. "E-waste is the most dangerous toxic emission source," it said.

"More than 700 chemical materials are used to produce a computer, half of which are harmful to human health. Without proper disposal, the burial, incineration and discarding of e-waste introduces toxic materials into the soil, air and water," Duan said.

To date, some 100 communities in eight districts have participated in the project and will see recycling stations installed within the year.

The organizer plans to cooperate with more communities. Those who want to take part can contact the Sino-Ocean Charity Foundation at 5172 7853.

## Medicines' trace spirits set off breathalyzer

By Zhang Dongya

Drivers who have not been drinking are blowing positive on police breathalyzers after using Listerine mouthwash, medicine or cigarettes.

Several drivers have blown a false positive when tested this way, the *Shanghai Youth Daily* reported last month.

A driver surnamed Yang said he tested positive when stopped after dinner one night. He suspected it was because of listerine mouthwash, which he said he had a habit of using after dinner.

Since the second test several minutes later found no alcohol he was exempted from a penalty.

Similar cases have been reported with cigarettes and Huoxiang Zhengqi Shui, a liquid medicine used in the summer in traditional Chinese medicine.

James Zhang, a traffic officer in Dongcheng District, said police had heard the stories and decided to experiment with the mouthwash and medicine.

"After using the mouthwash it caused our breathalyzer to register alcohol, but at a concentration far below the penalty level. Several minutes later the second test blew clean," Zhang said.

He said normally police perform two tests and question drivers. "The tester is only one way to judge whether they have been drinking. We use other tests to check their response time and coordination," he said. "People who disagree with the officer's conclusion can submit to a blood test."

According to current regulations, a blood concentration of 0.2 milligrams of alcohol per milliliter of blood is punishable by 500 yuan. At 0.8 milligrams the fine moves to 2,000 yuan. All drunk drivers are docked 12 points from their license.

A survey conducted by the Shanghai Online showed that most people wanted the makers of Listerine to explain why it caused a false positive. The active ingredients on the packing list only thymol, eucalyptol, methyl salicylate and menthol.

*Shanghai Youth Daily* reported that a Listerine spokesperson said some essential oils used in the mouthwash are mixed with alcohol, but did not say why alcohol was not listed among the ingredients.

As for cigarettes, experts said some contain trace amounts of alcohol to maintain their freshness, and these trace amounts could theoretically affect breathalyzer results.

Because the alcohol in these cases does not enter the bloodstream, police said test results would not be affected.

# The flight of the rich

## Wealthy Chinese emigrate to escape dilemma

By Huang Daohen

To leave or not to leave? This is the question facing many wealthy Chinese.

In 2009, China's rich emigrated in droves using their money to invest in citizenship abroad. Among the reasons they cited were security and better education opportunities for their children.

It's understandable that parents seek a sound education environment for their child. But when the wealthy fear for their safety, it reflects poorly on modern society.



Recent years have seen a surge in the number of wealthy Chinese who want to emigrate.

IC Photo

### Second citizenship program

Hou Yaoming spent the better part of Wednesday afternoon at a small conference room at the city's CBD area, home of many of the capital's wealthiest businesspeople – as well as of their lawyers and accountants.

Hou, a real estate mogul in his 40s, was surprised he had the patience to sit through the whole conference. He could have sealed another business deal worth 1 million yuan that afternoon.

The topic of discussion at Wednesday's event was second citizenship, specifically, the St. Kitts second citizenship program.

Throughout the afternoon, Hou and other locals listened intently as officials from St. Kitts promoted their economic citizenship program.

The program, one of the oldest economic citizenship models still in existence, awards citizenship in the Federation of St. Kitts and Nevis to applicants who invest \$350,000 (3.4 million yuan) in a government-approved real estate project. A background and medical examination is also required.

Though St. Kitts is unknown to most Chinese, Hou said he is most interested in how St. Kitts citizens have access to visa-free travel to the UK and the European Union because of the island's history as a com-

monwealth.

There were several developers from St. Kitts at the conference hawking their homes priced \$700,000.

Hou, like many other participants, will be attending several such conferences in the coming weeks.

Hou said he plans to get permanent residency in a European

emigration agent, Globe Visa, indicates an increase in the number of wealthy Chinese who want to leave the mainland.

Statistics from the Beijing Exit & Entry Service Association shows applicants seeking investment emigration visas to the US doubled to more than 1,000 in 2009.

Wealthy Chinese want to be

**Wealthy Chinese want to be able to travel internationally with ease, and this is something that is not possible with a Chinese passport.**

country this year. His reason was simple: to find somewhere with a better school for his 12-year-old son.

High school education in China is so competitive that junior high school students must take exams to get into a decent school, Hou said, adding that he did not want his son to suffer his experience.

He began planning the day his son was born: he wanted to find a place for the family to live outside of China where the child could receive a Western education.

### Rich emigrants

Hou is not alone in his desire to emigrate. Data from a local

able to travel internationally with ease, and this is something that is not possible with a Chinese passport, said Avery Xu, senior consultant with Globe Visa.

"There are far too many visa requirements, and staying somewhere for more than a couple of weeks is problematic," Xu said.

Xu said many of her customers try to make global investments via emigration. "Purchasing foreign property is an effective way to get money out of China because it cannot be forcibly repatriated," she said.

Under current law, Chinese are normally subject to extreme exchange controls with transfer

limits of \$50,000: moving money requires a litany of stamps and approvals.

### Entrepreneurs' dilemma

While Hou puts his child's education and personal investment as top reasons to emigrate, many Chinese entrepreneurs do so for other reasons.

Late last month, the country's former richest man Huang Guangyu was sentenced to 14 years in prison for bribery and insider trading. While Huang deserves his punishment, his case was a reminder of some inescapable facts: it is very difficult to operate a successful business in China without the help of government officials.

But in order to gain that governmental support, sometimes crime is inescapable.

The government connection required to run a business in China can harm businesses confidence, said Zhao Xiao, an economics professor at the University of Science and Technology Beijing.

Zhao said the rich have long been caught in the horns of a dilemma. Many critical areas of investment are fiercely protected and kept out of the private sector.

Moreover, the widening wealth gap has homed the wrath of society's most slighted in on the rich.

Zhao said it is time for law enforcement to man up so the rich can enjoy more freedom and feel secure.

### Reporter's note

In most cases, to stay or to leave is a personal choice, no matter poor or rich.

There is no official data as to the existence of the trend of emigration by the super rich or exactly how many wealthy families have left. It exists only as incomplete statistics submitted by immigration agencies and gathered from media interviews.

China's private entrepreneurs, the majority of the nation's richest class, face some of the greatest pressures in the world.

Nevertheless, for a country struggling to reform and open up, the flight of its elite is not a good sign.

When an increasing number of wealthy people choose to become naturalized citizens overseas, it is a trend that deserves attention and a sign that should not be ignored.

The authorities should reflect on the mistakes they have made and spare no effort in learning to operate a market economy where government power is separate from the marketplace.

We are not worried about protecting the wealthy. Rather, their flight should come as a red flag that our nation must think carefully about how it can improve itself as China grows to become an ever stronger world power.



# Painful World Cup

## China watches from the sidelines again

It might be the most populous country in the world, and the one with the most potential, but China seems incapable of locating 11 soccer players who can make it to the World Cup.

Once again it will be watching from the sidelines when South Africa 2010 begins next Friday. But with the government involved in improving the sport, dare we hope the national team can make it to the 2014 Cup in Brazil?



A Chinese supporter looks disappointed after North Korea defeated China in the semifinals of the 2010 AFC Women's Asian Cup in Chengdu, Sichuan province. IC Photo

### Analyst

## Brazil 2014?

By Huang Daohen

Though the national team won't make an appearance at the South Africa World Cup, tens of millions of Chinese fans will still be glued to their televisions, cheering on their favorite teams from South America and Europe.

But fans will never be completely happy watching a contest that does not include the home team, and many share the same question: will Chinese players make it to the 2014 Cup in Brazil?

Cai Wei, a former national player and now a coach, said this depends largely on the Chinese soccer authority's ability to keep the game clean. But he said that government involvement bodes well for the game's future. "When the central government interferes, it means you will periodically get a crackdown. Lots of people get arrested and gambling stops," he said.

The last soccer crackdown was wider and deeper than many predicted. Many are looking to the government to improve the game's quality in China.

But Cai said government involvement will also present problems. "To some extent, it is the government interference that has created the space for corruption and match fixing to exist in the first place," he said. "When a sport is government-owned and government-controlled, people don't have the same passion and the same personal responsibility for the sport. They don't feel a sense of ownership."

He said Chinese soccer should learn from the West, where governments focus on policy instead of day-to-day sport operations, allowing the market forces to determine its direction. "Market forces should have more of an impact on the soccer team's leadership, owners, coaches and players. Those who deliver results, and not those who play the political game, should be rewarded," he said.

Cai, who runs a soccer training center for children, said changes should start at the grassroots. He said the country should start training young players and not merely depend on the skill of coaches who get hired and fired every year.

"Where a sport is successful at the youth level, that's when you start seeing good national players," he said.

### Soccer woes

The country is sitting out this summer's World Cup in South Africa, having plummeted in the FIFA world rankings. But even worse, the Chinese Super League (CSL) remains embroiled in a corruption scandal.

China's bid to make it to this year's World Cup was a disaster, exiting the competition at the third round of the Asian qualifiers for the second successive time.

There are great expectations for the Chinese soccer team, but the fact remains that it has not yet won an Asian title and has only represented the region at the World Cup once, in 2002, when it went out in the first round without scoring a goal.

Rather than laying the foundations for a better future, the national team has moved backwards in the past year.

Gambling, match fixing, dishonest referees and poor performances have made the sport the laughing-stock of increasingly indifferent fans and a mounting matter of concern for the government.

Chinese soccer's misfortunes culminated in the sacking and detention of Nan Yong, head of the China Football Association, and Yang Yimin, his deputy. Media reports say they could be tried this month, with the death penalty the maximum sentence they could get

for accepting bribes.

"Our soccer level is really low," Liu Peng, the sports minister, said. "Fraud, gambling, bad referees and other nasty influences keep cropping up."

Gao Hongbo was appointed national coach after China failed to qualify in this year's World Cup and flopped at the Beijing Olympics in front of hometown crowds. He is the seventh man at the helm since 2000.

### Government intervention

The government is taking very seriously the problems of Chinese soccer. A replacement for Nan Yong was found in Wei Di, who previously headed China's water sports federation but who has no soccer experience.

Soon after Wei's appointment in March, China won the East Asian championships, a tournament that also featured World Cup-bound Japan, South Korea and North Korea. But it prevailed in matches against weaker squads and Wei said there is still a long way for China to go to reach the World Cup.

"The East Asian Cup is not as important a competition as the World Cup or the World Cup qualifiers ... so that means Gao Hongbo and his team have not been truly tested," Wei said at a recent news

conference.

"Although China's championship win should be celebrated, it is not a sign that the Chinese team has reached a turning point."

The team's next chance for redemption will come at the Asian Cup next January, while qualifying matches for the 2014 Brazil World Cup could begin as early as October. In the mean time, Chinese coaches will travel to South Africa to learn from the world's strongest squads.

### Huge market

Despite its missteps and misfortunes, soccer is still the country's most popular sport. About 30 million watch the English Premier League every weekend, while 180 million watched last year's Chinese Super League matches on television.

"You cannot deny history, that in China there is evidence [that] the game was played a thousand years ago," FIFA president Sepp Blatter said during a soccer expo in Beijing. The international soccer body supports claims that the ancient sport of *cuju* was the forerunner of soccer.

With history and the world's largest sports market on its side, there are many reasons for China to aspire to be the game's next global superpower.

(Agencies)

# China at the World Cup, but not for soccer

The 12-year-old Yingli Green Energy, which owns the brand name Yingli Solar, is one of the leading solar energy companies based in Baoding, Hebei province. It manufactures vertically integrated photovoltaic cells which are used in Germany, Spain, Italy, Greece, France and the US.

Its brand will be among the names of sponsors of the 2010 South Africa World Cup beginning next week. As early as February, FIFA had announced Yingli would be the first renewable energy company to sponsor the FIFA World Cup.

Yingli Green Energy also has the distinction of being the first Chinese company to seal a global sponsorship deal with FIFA.

## What sponsors get

Yingli's sponsorship agreement for the 2010 FIFA World Cup gives the company global-marketing rights, including ticket and perimeter-board advertising and media rights to showcase its solar products in fan zones at the World Cup stadiums.

Additionally, the agreement gives Yingli the right to place its company logo next to the FIFA World Cup official emblem and advertise or promote its products and services at each step of the commercial distribution process. Yingli will also have extensive on-site marketing and promotion opportunities at World Cup stadiums.

"It means the company's Chinese brand name will appear for about eight minutes at each competition. On average there will be 500 million people seeing each campaign. It certainly makes us happy to see a Chinese company at such a sporting event, not to mention its marketing potential," Zhang Bin, vice director of CCTV sports, said.

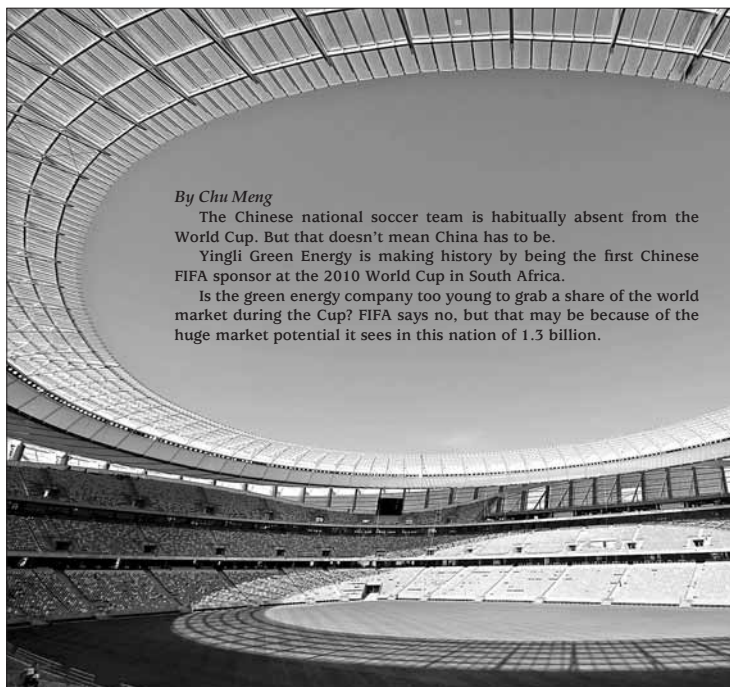
## First trial abroad

Since China Petroleum topped the Forbes Top 500 list last week and Geely Auto bought Ford's Volvo unit in March, the desire of Chinese companies to dive into the global business pool has grown ever stronger.

"As one of the three top international competitions, the World Cup offers many marketing advantages. It is a spot of strategic importance for any company who wants to explore a broader territory," said Qiang Wei, marketing director of sports event at Ogilvy, which is handling Yingli Green Energy's marketing strategy.

He said marketing strategies include global broadcasting, demonstrations and on-the-ground events designed to bring world attention to Yingli's core energy market.

"Compared to their international counterparts, Chinese enterprises are like elementary school students," said Dong Jinxia, a sports marketing expert from Peking University's Depart-



Yingli Solar will equip FIFA Cape Town stadium and 19 other courts with photovoltaic boards to power lights and LED screens.

By Chu Meng

The Chinese national soccer team is habitually absent from the World Cup. But that doesn't mean China has to be.

Yingli Green Energy is making history by being the first Chinese FIFA sponsor at the 2010 World Cup in South Africa.

Is the green energy company too young to grab a share of the world market during the Cup? FIFA says no, but that may be because of the huge market potential it sees in this nation of 1.3 billion.

ment of Physical Education.

She said studies show that it costs 137 million yuan in advertising to boost the international recognition of a company by one percent. But advertisements purchased at international sporting events have a tenfold payoff. FIFA requires international sponsors to invest a minimum of \$80 million, or about 546 million yuan. The international sponsor must continue to invest that money, sometimes up to several times their sponsorship price.

Yingli Green Energy began its preparations last year with a 40-person team. "We predicted that Yingli Solar would spend 500 million to meet the baseline for international sponsorship.

Most of the other sponsors like McDonald's, Budweiser, Castrol and Continental are old friends who back every international event — Yingli Solar is clearly too young to compete neck in neck," Dong said.

**"Compared with their international counterparts, Chinese enterprises are elementary students"**

## A learning curve

"It might be too soon for Yingli to become a World Cup sponsor at present stage," said Ma Guoli, one of the founders of

CCTV-5, the first dedicated sports network in China.

During the International Sports Industry Forum at Peking University in January, Ma said the domestic sports industry has developed rapidly since the Beijing Olympics. Many Chinese companies now view sporting events as a bridge to the world.

"However, sponsoring FIFA

has costs guaranteed to outweigh the gains. Before burning huge amounts of money willy-nilly to get their names up on the LED screens, companies need to learn more about international marketing practices," Ma said.

Sponsors have paid more for this World Cup: an 80 percent increase over the last FIFA, according to the European Sponsorship Association. Even longtime FIFA partner Coca-Cola said this year is its most expensive World Cup yet. It reportedly paid some \$100 million to take the Cup trophy on a global tour.

But Emmanuel Seuge, the company's director of sports and entertainment marketing, said the company was seeking "more for less."

In the face of questions and uncertainties, Yingli seems to have done its homework.

The South Africa World Cup is not its first attempt to sponsor an international sporting event. During the 2006 Germany World Cup, Yingli Green Energy sponsored Club Atletico Osasuna. Before that, it provided a complete set of solar batteries for the megawatt photovoltaic power generation project at Fritz Walter Stadium.

A year later the company was listed on the New York Stock Exchange. In 2009, its sales was around 8 billion yuan, with more than 90 percent of its business in European markets.

"Its sponsorships have helped introduce many people to the Yingli brand. Its FIFA sponsorship will help to reinforce the brand in Europe and



Yingli Green Energy is frequently a face at international energy summits.

CFP Photos



Workers are busy producing photovoltaic boards at the Yingli Green Energy Resources factory in Baoding, Hebei Province.

expose it to other new markets," Dong Jinxia said.

## Breakdown of FIFA's potential

"FIFA selected Yingli Green Energy to become one of its international sponsors because of the company's clear commitment to the environment," FIFA President Joseph Blatter said via video from the FIFA headquarters in Zurich.

China is emerging as a favorite hunting ground for sporting organizations seeking new sponsors, especially after the successful marketing campaign surrounding the 2008 Beijing Olympics.

One of FIFA's reasons for signing a Chinese sponsor was quite clear. "FIFA is hoping that Yingli is the first of many Chinese companies that will be willing to plow money and resources into the event," Ma said. "Tangential hope that Chinese presence will help the game develop in the world's most populous country. 'The biggest profit margins of the World Cup end up gobbled up in the auction of state media broadcasting rights. The more Chinese soccer fans tune in, the higher the price FIFA will demand for broadcasting,'" Ma said.

"China is a given," FIFA's marketing director Thierry Weil said. "China is one of the powerhouses of the world. FIFA cannot do without China and that is why we are extremely proud today to welcome the first Chinese company to be part of the World Cup," he said. In short, getting China on board means money.



Top-rated TV dating shows have generated discussions about the younger generation's obsession with money.  
IC Photo



# Search for romance, fame or money?

## TV matchmaking shows criticized for trivializing love

By Zhao Hongyi

The TV ratings game is being dominated by matchmaking shows cloned from the West. They are partly a response to the rising number of single men and women of marriageable age seeking to please parents who are worried their sons and daughters will grow old alone. But some say the participants are motivated more by a desire for fame, money and sex rather than by the search for true love.

As the country's economy continues to boom and young people are increasingly preoccupied with making money and establishing a career, men and women are having difficulty finding spouses.

Social planners call it the "singles crisis." This trend has given birth to matchmaking TV shows, like *For Love, Go! Go! Go!* on Zhejiang cable TV, *My Love Is You!* on Anhui cable channel and *Sincere Dating* on Jiangsu television, which capitalize on viewers' fantasies to find Mr. or Ms. Right.

But observers say the shows have self-serving intentions: TV stations produce them for profit and participants use them to find money, sex or fame. Critics say the shows impart the wrong values and a warped view of love and life.

Most male participants have been noted emphasizing their wealth — how many houses their families own, how many luxury cars they have and how much money they make — to appeal to female participants. The women, meanwhile, have popularized sentiments

like, "I want to become a housewife," "I must have housekeepers after I get married" and "I do not want to have babies."

Ma Nuo, a contestant on *Sincere Dating*, said she owns a BMW and "prefers crying in a BMW to being happy sitting on the back of a bicycle." She has since gained nationwide fame and has been paid much money as movie stars in the entertainment market.

In an online survey conducted by sohu.com, one of the three portal websites in China, 90 percent of

respondents slammed the matchmaking shows, saying they are "distorting the traditional values and thinking of Chinese people, and will have a negative impact on society."

"These programs are merely a performance venue for participants," a netizen said. "Why doesn't the government ax these programs?"

Supporters say the shows merely reflect the realities in the fast-changing Chinese society. "Money, sex and privacy are neither good nor bad," another netizen said, "it depends on how you view them."



Ma Nuo CFP Photo

### Comment Circus for fakes

These TV programs are trash and are not worth watching. They are a circus for fake stories and fake loves. Stay away from them!

— Marcel Reich-Ranicki, cultural critic, Germany

### Reflect niche values

They are only entertainment TV programs and should not be confused with real life and the quest for marriage. But the way of thinking of some participants do reflect the values of some segment of our society.

— Zhou Ning, dean, school of humanities, Xiamen University

### Discouraging signs

I gave up my dreams of marriage after watching the behavior of the men and women on TV. You cannot avoid experiencing discrimination if you're poor.

— Netizen, bbs.sohu.com

### Show worsening 'singles crisis'

These programs have grown popular in the past decade because they fill a need, such as people's desire for relationships and love in an age when the "singles crisis" is becoming epidemic.

— Christian Krip, researcher, National Media Institute of Germany

### Experts

#### Mirror of social problems

People born in the 1980s and '90s have reached marriageable age, and I see that they are eager to settle down and are more worried about growing old alone than people born in previous decades.

These programs provide us an opportunity to see and analyze the interesting changes in this generation's values and attitudes toward love and marriages.

It's not important what the program guests and partici-

pants say. The only thing we should care about is the reality they portray. How do we help young adults solve their love problems? By matchmaking? Giving advice? Providing psychological treatment? If these programs remind us to take a hard look at reality, then they have served their function.

To be frank, these programs are not made with sophistication. If we keep on finding better ways to solve these social problems, I think the quality of such programs will also improve.

— Sha Jian, entertainment and culture columnist, Xinmin Weekly

#### Allow discussion of hidden values

These matchmaking shows do not promote marriage; instead, they provide a platform for single men and women to date more people. This factor greatly increases the programs' entertainment value.

These shows tell us that social values are rapidly changing and are becoming more diverse, especially with regard

to ideas about marriage held in the 1980s and '90s. People want more money, a better career and social status, which are rarely discussed seriously. These programs have become a vehicle for people to discuss these "hidden values," and that is one of the reasons they are popular.

All entertainment programs have an average life expectancy, so we don't need to worry about their staying power.

— Zhang Yiwu, professor of cultures, Peking University

### Background

## Matchmaking shows are popular worldwide

Most matchmaking shows no longer focus on participants' desire for sex and money, and are instead looking at more important factors leading to marriage.

ABC network in the US has a popular program called *Singles*, in which producers bring an eligible bachelor to meet a group of 20 to 25 women. It focuses on the ladies' reactions to the man,

who in the end has to pick out a woman for marriage. The program has become so popular that the network is planning to create a spinoff called *Single Lady*.

In Germany, where there are 14 million single men and women, matchmaking TV shows are equally popular on channels like Pro7, RTL and ZDF. RTL's version, *Find the Wife for a Farmer*, involves a farmer

bringing single ladies to experience life on his farm. The TV station has prearranged the "price" in exchange for a kiss, a hug, sex and marriage. Unfortunately, many of the women leave the farm once shooting is over, even after they have gotten married.

South Korea is no stranger to such programs. But Keung Yusan, a woman from the coun-

tryside, says most South Koreans take marriage very seriously and do not expect to find their spouses on a dating show.

A *Los Angeles Times* commentary said, "Who will believe that participants are really looking for life partners on these programs? Most of them leave once shooting is done, when they have won a prize and gained popularity."

# School for the blind next project for former Microsoft executive

By Zhao Hongyi

Nigel Burton, former vice president of Microsoft Greater China, has swapped life in the corporate world for one in the remote west. Two months ago, he left the software giant to help set up a school for the blind in Guizhou Province.

## Life in the software industry

UK-born Nigel Burton, 46, joined Microsoft in 1989, becoming the company's 30th employee in Britain. Before that, he was CEO of Dialogue Software, a British company that develops applications for Microsoft's Windows operating system.

Burton moved to China in 2005 to head Microsoft Greater China's Developer and Platform Evangelism Group. When Microsoft founder Bill Gates visited Beijing in April 2007, Burton was chosen to host Gates' lecture at Peking University.

But on April this year, Burton decided to take his life on a new course: he resigned from Microsoft to offer his talents to a school for disadvantaged students near Guizhou's capital of Guiyang. He said Gates' charity work inspired him to walk along the same path.

Burton's Microsoft colleagues think he is very brave to make such a jump in lifestyles, but he's too busy chasing sponsorships and donations to worry about this.

"My colleagues are quite happy with my resignation because I didn't join Google," Burton joked during our interview.

Despite five years in the country, he does not speak Chinese and only knows "Ni hao!" But he thinks there is hope yet for his language skills. "This time I'll have plenty of time to learn Chinese in Guizhou," he said.

## New road opens

The plight of the blind became a personal crusade for Burton starting three years ago. That year, he and one of his daughters visited Hebei Province's renowned Zhang Cheng School for the Blind, which trains students to become massagers so they can earn a decent living. More than 700 blind people have graduated from the school since it was established in 1997.

"I still remember that hundreds of blind students came over to say hello," Burton said.

"Those were the only English words they spoke."

Burton said he was deeply touched by the students' determination to work hard to support themselves and to try to communicate with outsiders. That moment inspired Burton to try to do something to help them.

## School for disadvantaged students

In 2007, Burton became a member of the board of the Bright Angel Foundation, run by the Chinese Red Cross. This year, the foundation established Forerunner College, a non-profit school near Guiyang, to serve disadvantaged students in the west – one of the country's poorest regions. Burton has been appointed its vice president. He will also teach English and computer courses.

The school, located in White Bird River Village, Huishui County, offers a strong academic and practical/vocational curriculum. It can accommodate 2,000 students, 200 of whom are blind.

"More than 60 percent of students will receive either a full or a half scholarship," Burton said. "All our blind students will receive a full scholarship."

Burton's wife Anne and his two daughters Jessica, 15, and Sophie, 12, will join him from their US home in Seattle. Anne, who used to be a gymnast, will serve as the school's sports director. Burton said they have already sent him a truckload of gymnastics equipment for the school.

## Staying the course

Burton expects to devote himself to the college's development in the next year or two. "It might take one or two years, maybe even three years for us to get the school on the right track," he said, "but it doesn't matter as long as we're on the way."

When the college begins to show results, Burton said he plans to ask his former Microsoft colleagues for help in building more schools for disadvantaged students.

"Nothing is impossible," he said with a smile.



Nigel Burton and his daughter visiting Zhang Cheng School for the Blind in Hebei province in 2007



Nigel Burton hosted Bill Gates' symposium at Peking University in April 2007.

Photos provided by Nigel Burton



"The road to the World Cup is long and winding, we'll try to keep it on the straight and narrow !"-Jonas Gilbert

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# Investment firm sponsors talk on China-India trade



The seminar on China-India trade and investing in India was held to celebrate the 60th anniversary of the establishment of diplomatic relations between the two nations.

Photo provided by Dezan Shira & Associates

By Liang Meilan

A seminar on China-India trade and investing in India held May 27 emphasized that both countries will be key to the growth of multinationals in the next decade.

The event, titled "Discussing the Opportunities of Asia's Top Economic Powerhouses," was sponsored by foreign-investment advisory firm Dezan Shira & Associates to celebrate the 60th anniversary of the establishment of diplomatic relations between the two nations.

Chris Devonshire-Ellis, the firm's founder, said China and India will provide at least 10 percent growth for multinationals in the next decade and that foreign investments in both countries should be expanded. To miss out on India now "would be the equivalent of ignoring the China market 15 years ago," he told his audi-

ence of 200.

"The currently low Indian GDP ratio compared to China is not a reflection of the economic distance between the two countries. A rebalancing is taking place," Devonshire-Ellis said, adding that a growing number of projects in India illustrates that the South Asian economy's fortunes are on the rebound and that it is catching up fast with China.

India's GDP is now 25 percent of China's, down 64 percent from 1990 owing to the divergent "paths each country took over the following two decades," he said.

Devonshire-Ellis singled out infrastructure development as India's most important focus: "\$500 billion (3.4 trillion yuan) is being spent on infrastructure in the next years alone," he said.

Manjeet Kripalani, executive director of Indian foreign policy

think tank Gateway House, compared the two countries' expansion overseas, specifically to Africa, where they have managed to penetrate the supply chain in the past 10 years.

Mark Hannant, founder of the Engage Group, Britain's leading communications consultancy, described India's bureaucracy as "awkward," based on his experience of setting up business in the country.

At the same time, he credited India's well-trained and highly skilled human resources for making the country a global economic power. "With overseas Indians increasingly returning to India rather than seeking opportunities in the West, a new generation of Indians has emerged on the back of parents who built a nation from independence, and that 'can do' attitude of modern Indians is creating

a business elite that would have a global impact," Hannant said.

The event also doubled as a book launch for Dezan Shira & Associates' *Doing Business in India*, which provides a thorough analysis of India, a comprehensive guide to investing in the country as well as key demographics, business opportunities and infrastructure in each region.

It includes information on foreign direct investment trends, business establishment procedures, economic zone information, labor and tax considerations and an analysis of Indian business etiquette and culture. The book also details procedural, operational and tax differences between India and China.

Copies of the book and its PDF version are available from Asia Briefing Bookstore on [asiabriefingmedia.com/store/](http://asiabriefingmedia.com/store/).

## Event

### Club Football

#### summer programs

Club Football is conducting soccer lessons in more than 18 locations around town through June 30. There are programs for various levels, taught by professional British coaches with Chinese assistant coaches. Beginners are welcome.

Where: China Club Football, Room A10, Jingdu Business Hotel, 26 Jiuxianqiao Lu, Chaoyang District  
When: Daily, until June 30, 9 am - 8 pm

Cost: Depends on skill level  
Tel: 5130 6893

### Hotshot Tennis in Chaoyang Park

The Tennis Center of Chaoyang Park is holding summer tennis camps throughout Beijing for junior and adult players. Lessons are held daily through June 30 and are conducted in English by foreign coaches. Players of all skill levels are welcome.

Where: Chaoyang Park Tennis Center (enter through Chaoyang Park South Gate), 1 Chaoyang Gongyuan Nan Lu, Chaoyang District  
When: Daily, until June 30, 10 am - 4 pm

Cost: Depends on age group  
Tel: 13439503519

### Capoeira class

Bally Total Fitness is offering Capoeira classes that combine yoga and martial arts with singing and dancing. The classes aim to improve participants' flexibility, balance, total fitness and self-confidence. Classes are taught Portuguese, English and Chinese in a safe, fun and friendly environment. The first class is free.

Where: Bally Total Fitness, B1, Chang'an Grand Theater, 7 Jianguomen Nei Dajie, Dongcheng District

When: Every Tuesday and Thursday, 8-9:30 pm; Saturday, 1-2:30 pm

Cost: 1,350 yuan for 10 classes  
Tel: 13581768558

(By Liang Meilan)

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# Olympic Rowing-Canoeing Park welcomes public



The Olympic Rowing-Canoeing Park in Shunyi opened to the public. CFP Photo

By Zhao Hongyi

The Olympic Rowing-Canoeing Park in Shunyi District opened its waterway to the public last Saturday, providing Beijingers another venue for water sports this summer.

The park's 235-meter waterway was designed for rowing, canoeing, flat-water and slalom kayaking and marathon swimming, and was first used during the 2008 Beijing Games.

The park has hosted a

number of international games and competitions since the Olympics, including the Sino-US Water Skiing competition and the Water Ballet games held this Labor Day Holiday.

To make the water park more exciting to visitors, management increased the speed of the waterway's water flow from 4 to 12 cubic meters per second, making it one of the most difficult to navigate man-made waterways in the world.

"It's exciting!" a visitor said, "the water runs very fast."

The park is currently open to individuals only on weekends and holidays, from 9:30 to 11:30 am and 1:30 to 4:30 pm. It is open to groups Monday to Friday at the same times, but reservations are required. Entrance is 150 yuan per person an hour, enough time to circle the waterway twice.

The cost includes safety equipment, such as a life vest, helmet, kneepads and elbow guards, pro-

vided by the park.

Plans are underway to transform the Rowing-Canoeing Park into the center of water sports in northeast Beijing. The park management said that this year it will set up an annual canoeing competition; details are not yet available.

**How to get there:**

Take Bus 989 from Sihui subway station to the park, or drive along the Airport Expressway and turn east at Gaoliying

**ASK** Beijing Today

Email your questions to: weiyang@ynet.com

I'm new to Beijing and last Sunday, while I was at Jenny Lou's grocery store in Sanlitun, I witnessed an argument between the store manager and a foreign customer asking for a "fapiao." The manager said they can't provide an official receipt. Is that legal?

Refusing to provide a fapiao, or an invoice, is illegal and considered a form of tax evasion in China. In such a situation, the customer should insist on getting a receipt; if the store declines, the customer should report the incident to the local tax bureau. The hotline for the Beijing Tax Bureau is 12366.

I'm looking for a new apartment and I'm considering renting a courtyard home. My only concern is that many of these places need to be renovated, and I have no idea where to start. Is there an interior-design or renovation company you can recommend?

Many interior-design firms in town also provide renovation services. Hengli Design and Decorating Company is an inexpensive option. Besides decorating apartments and villas, it also helps renovate second-hand homes. Most of the materials it uses are environmentally friendly. Call the firm at 5126 9984 for more information.

(By Liang Meilan)

## Training school for unruly pets

By Chu Meng

One of the joys of summer is taking the family and pet dog on a picnic. The excursion can turn into an embarrassment if your pet is not well behaved and barks, chases or, worst, attacks another person. The solution of discerning pet owners: pet-training school.

Beijing Zoolook Pet Training School, established in 2003, is the country's first pet-training school. It specializes in "parentage training," where pets and owners attend class together to enhance their communication skills, which in turn helps discipline unmanageable pets.

"Most people discount the relationship between a pet dog's temperament and the training it gets from its owner," said He Jun, Zoolook's founder. "Parentage training helps correct dogs' unruly behavior and at the same time creates a closer bond between pets and owners."

The idea behind Zoolook



A dog on a training course at Zoolook school

Photo by He Jun

was born a decade ago, while He was deeply involved in equestrian training. To improve his skills as a rider, He decided to join a training course in the US. "I was surprised to discover that horse training and dog training were always done together. I must have seen a dog training or contest next to every horse training and contest I

attended," he said.

He eventually learned that training horses and dogs used the same methods as both animals are highly intelligent and have a dignified nature. The trainer said he believes that decent pet owners breed decent pets, while mischievous owners will see the same character in their pets.

At Zoolook, owners, with the help of professional trainers, learn to train pets by themselves. Lessons include correcting unreasonable barking, improving pet habits at home, daily exercises and games of following orders.

**Beijing Zoolook Pet Training School**

Where: 91 Chaobaihe Lu (5 kilometers west of Capital International Airport), Sunhe County, Chaoyang District

Tel: 8459 2208, 8459 2209 (look for He Jun)

Price: 600 yuan for parentage course on a weekend, 3,400 yuan for one-month boarding course

## World Cup in 3D live at Beijing cinemas

By Wang Yu

Beijing soccer fans will now get to experience the FIFA World Cup matches the same way they did *Avatar*: in 3D. Two local cinemas recently announced they will screen matches live in 3D when the soccer extravaganza opens in South Africa June 11.

The two cinemas – New Yansha Mall in Haidian District and World City at The Place – will screen 25 of the total 65 World Cup matches, including the opening games, semi-finals and finals. The ticket price has tentatively been set at 200 yuan, and 3D screening equipment like receivers and decoding devices have been set up and are being tested at the cinemas.

Some 800 cinemas around world will adopt the new, live 3D-broadcasting technology: only 40 of them are in China because of the high cost of equipment and unpredictability of financial returns. A set of equipment costs at least 140,000 yuan.

CCTV won broadcasting rights in China for the quadrennial soccer contest, but FIFA has not yet given the state broadcaster the go-signal

for 3D television broadcasts. The big screens will be the only way local fans can get the World Cup experience on 3D, but half the box-office income will go to CCTV and technical-support companies.

Since alcohol is not allowed into cinemas, the experience will not be as cozy as watching matches at home. Industry insiders are not sure how popular the cinema option will be to soccer fans, but it seems to have enough supporters.

"Of course watching the matches at home while drinking beer with friends will be more comfortable," Huang Shan, a student soccer fan, said, "but it is the similarity to watching a 3D movie that I'm interested in experiencing, to see how magical soccer will be with such technology. I'm willing to pay to give it a try."

But security problems and higher operating costs are another headache to organizers since 14 of the 25 matches to be screened will kick off at 2:30 am local time.

Yuan Xin, vice president of Stellar International Cineplex, said his company is willing to give it a go despite the risks.

# Overcoat symbol of t

Gecko Theater's inter

By He Jianwei

Anyone feeling trapped by dead-end office life, shackled by social conventions and oppressed by materialism may find sympathy in Gecko Theater's *The Overcoat*, an adaptation of Russian writer Nikolai Gogol's short story.

Gecko's production blends bold physicality, beautiful images and evocative music.

It was lauded by the British press when it debuted last August at the Edinburgh Festival Fringe. It is a "thrilling and sinister surrealist nightmare," *The Sunday Times* said. And *The Guardian* said, it "creates a dazzlingly inventive world that combines visual flair and physical swagger."

Since its Edinburgh tour, the company has brought the play to Georgia, Brazil, Colombia, South Korea and Israel. China is the next destination. From June 17 to 20, the company will present four performances of *The Overcoat* at the National Center for the Performing Arts.

**G**ecko's latest production is an adaptation of *The Overcoat*, written by early 19th-century Russian novelist, humorist and dramatist Gogol, about an impoverished government clerk and copyist whose life is fleetingly transformed by a new overcoat.

Since the original story was published in 1842, it has had a profound influence on Russian literature. As Fyodor Dostoyevsky said, "We all come out from Gogol's *Overcoat*." The story has been adapted many times over the last century, both on stage and in film, starting with Rae Bergher's 1916 silent movie of the same name.

But Gecko's version owes little to the original. It is a story of a young man in a routine office job. The man is something of a social pariah who cannot afford his rent, but still has two fixations in life. One is his pretty female co-worker and the other is the overcoat offered as a prize for productivity by his forbidding boss.

In the latest production, the overcoat represents the human soul: when one has all that he desires, he will lose his soul.

Amit Lahav, co-founder and artistic director of Gecko, discovered Gogol late. He first read the short story last year when the artistic director of the Hammersmith's Lyric Theater asked him to read the script and told him he could secure funding for an adaptation.

While Lahav was interested in it, he chose to interpret the story differently.

"I made the decision to put the book down and forget about it. Having been gloriously infected by the story, I wanted to enter a phase of creativity to explore, in Gecko's

style, the symbolism and imagery conjured by Gogol's masterpiece," Lahav said. "It is a bit dangerous to call the show *The Overcoat*, because I have digressed so far from the original story."

Gecko's production magnifies the atmosphere of Gogol's short story; his "department" becomes an office playground with floating desks and labyrinthine corridors representing repetitive, bureaucratic routine.

The humdrum is juxtaposed with the magical inner world of the underdog protagonist Akaky Akakievich Bashmachkin's extraordinary imagination and determination to win the girl of his dreams and a promotion.

"Our Akaky is on an imaginative journey

and we invite our audience to join in this adventure. Rather than traditional storytelling, Gecko is exploring a language of expression and interpretation," Lahav said.

Lahav's family history played a role in drawing him into the story.

Born in Rehovot, Israel, Lahav went to the UK at age 3 with his English mother and Israeli father. His great grandparents were Russian and his grandfather told him their lives and their struggles through pictures and stories.

"All that now comes into play in Gecko with a pictorial mythology of Eastern Europe," he said.

There is nothing conventional about his work. Founded in 2001 by Lahav and Al Nedjari, Gecko engages in physical theater and is based on improvisation and music. Lahav and Nedjari wanted to arrest

their audience's imagination, awaken their senses and fill them with energy and vitality.

"Often I dream up an image based on an emotional theme or set within a certain world. A series of improvisations follow; often inspired by live or recorded sound, which is a vital ingredient in Gecko's work," Lahav said.

He emphasizes emotion rather than dialogue in his work. Dialogue in *The Overcoat* is spoken in eight languages including Russian, Italian, Spanish, Japanese, English, French, Hungarian and Cantonese.

They wanted to explore work that was

physical. "The external world for the protagonist Akaky is gray and hard and cold and his physicality bears this," Lahav said.

"His internal world is full of anxiety, lust and shame. To me his inner world is reality and truly who he is - his external

world is a shell conforming and conditioned to behave in certain ways."

The production's music ranges from gypsy music to Mongolian throat singing. The collaboration with percussionist, composer and actor David Price was important for Gecko's creativity.

"Music is central to our work. We use live music for inspiration, and some recorded music, and we get ideas from the music and use them in the early stages of creation," Lahav said.

Creating the play brought Lahav a deep understanding about Gogol and his life. "I was attracted to the type of character he was, his slightly acid and insecure laugh. And there was a certain sense of danger and a viciousness in him," he said.



Gecko Theater's latest production is an adaptation of *The Overcoat*, written by Nikolai Gogol.



# the human soul

pretation of Gogol's masterpiece



en by early 19th-century Russian novelist, humorist and dramatist Gogol.

Photos provided by the National Center for the Performing Arts



## Gecko Theater's The Overcoat

Where: Theater Hall of the National Center for the Performing Arts, 2 Xi Chang'an Jie, Xicheng District

When: June 17-20, 7:30 pm

Admission: 80-380 yuan

Tel: 6655 0000

# Western entrepreneurs share business lessons

By He Jianwei

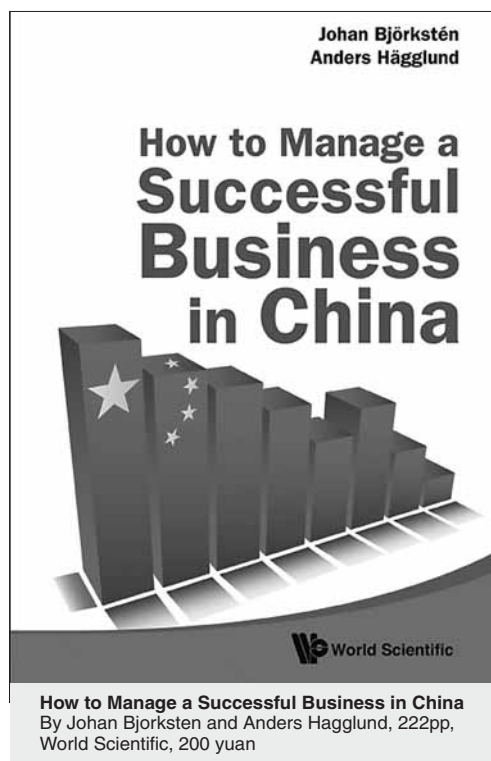
Entrepreneur Johan Björkstén, who built the local consultancy Eastwei Relations, and Anders Hågglund, a board member and consultant for Fortune-500 companies in China, have written a new book based on their management experiences in China.

Where most books fall into one of two categories – autobiographical “success stories” or academic treatises – *How to Manage a Successful Business in China* goes beyond genre bounds to provide relevant, practical advice and checklists, as well as concrete and illustrative examples from the authors’ own experiences.

The book, released last Thursday, shows how historical, cultural and social factors influence today’s Chinese business environment, and how managers should take this into account in day-to-day operations.

Co-author Björkstén spoke with *Beijing Today* about making the book. **Beijing Today (BJ):** In Jorg Wuttke’s [chairman of European Chamber of Commerce in China] introduction, he wrote, “I wish I had written this book myself years ago.” There are so many Western businessmen who have been in China for several decades. Why did you become the author of this book?

**Johan Björkstén (JB):** We have lived and worked in China for a long time, so people often ask us to provide tips and to recommend good books on doing business in China. There are a lot of good books, but most of them fall into two categories: autobiographical “adventure stories” or academic discussions based on interviews with managers. We felt there



was a need to provide a practical handbook based on first-hand business experience. We tried to provide operational advice, including checklists, for managers in China and at headquarters abroad.

**BJ:** How would you define this book, as a guidebook for beginners?

**JB:** It is aimed at new managers, but a lot of experienced managers have bought it, too. Some are sending it home to

their head offices to help colleagues there better understand China; others tell us that the checklists are useful even for managers with a lot of experience here.

**BJ:** In previous books, the authors thought culture was the most critical thing for Western businessmen to know about doing business in China. But as more Chinese people learn Western culture, are cultural differences still so impor-

tant?

**JB:** Cultural differences are very important. In fact, even a simple issue like language often remains a major challenge. The problem is that even those people who speak excellent English may not capture all of the nuances of what the other party is saying. I continue to see daily problems with my clients that are caused by simple linguistic misunderstandings.

Culture is often treated as a “mysterious” and “soft” area. But it is so important that it must be addressed at an operational level. We divide the culture challenge into three areas: national culture, local business practices and corporate culture. By dealing with each of these we can facilitate basic understanding, avoid miscommunication, create effective teams and ultimately lay the foundations for a local corporate culture that drives business success.

**BJ:** China’s economy has developed rapidly. How is doing business today different from in the 1980s?

**JB:** In the 1980s, China was the “Wild East” – the legal framework was undeveloped, many business functions and business services were absent and it was difficult to find qualified personnel – sometimes hard even to find people who spoke English. Today, China is becoming a more mature market with challenges that are increasingly similar to those in developed countries. But China still retains some of its business challenges of 20 years ago: vast lands, rapid development, fierce competition and a different business culture. Dealing with these issues is as challenging for the modern manager as it was for managers in the 1980s.

## Yunnan has LP’s guide, others coming up soon

By Zhang Dongya

Chinese travelers will soon be getting a new brochure to guide their tours around the country.

Lonely Planet (LP), the largest and most reputed guidebooks producer in the world, is starting on a new China series in cooperation with Sanlian Bookstore this year. Yunnan, the first book in the series, was finished and released last month.

The book was written by four Chinese authors who spent 10 months doing research on the road. All the authors trained for two months before starting.

“The most important thing is to adhere to Lonely Planet’s travel writing rules – to research each item in person instead of using secondary sources and to guarantee the content as independent and credible,” said Mao

Yanhong, one of the authors who wrote the section on Kunming. They were also trained to draw proportional maps.

Yunnan, one of the most attractive places in the country, is considered one of the best travel destinations.

The province is home to 26 ethnic minorities offering visitors a window into a variety of cultures.

It also offers tranquil countryside scenery and outdoor activities for the more adventurous. “That is why we chose Yunnan to start the China series,” said Yu Xiaojian, planner of Sanlian Bookstore, who is in charge of the series.

The guide offers thorough travel advice, tips and destination information on Yunnan. It introduces destinations, accommodations, traffic flow, entertainment and shopping.

The authors composed itineraries based on their own travel experiences and integrated them with other suggestions. The guide also offers plenty of background information to help tourists learn more about the place.

All information was collected and checked last year to ensure its timeliness. New editions will be published every two years.

Sanlian started to publish Chinese versions of Lonely Planet travel guidebooks to overseas countries in 2006. It has published guides for Australia, Cambodia and Japan, as well as editions for regions like Southeast Asia and Europe.

“More than 500,000 Chinese tourists have traveled abroad with Lonely Planet guides during the past five years. We hope the domestic Chinese guides will inspire more Chinese travelers to



**Yunnan (First Edition)**  
By Ye Xiaozhong, Yi Xiaochun, Mao Yanhong and Hu Zhen, 468pp, Sanlian Bookstore, 56 yuan

discover their own country,” Matthew Goldberg, CEO of Lonely Planet, said at the book release.

The books for Sichuan, Shaanxi and several other provinces are already being developed and will be released before the end of the year. The company plans to publish 10 guides to China’s provinces each year, finishing the country in three years.

## Bookworm booklisting

Vivian Wang from the Bookworm recommends the following bestsellers to *Beijing Today* readers.



**Solar**  
By Ian McEwan, 304pp, Nan A. Talese, \$26.95

Michael Beard is a Nobel-prizewinning physicist whose best work is behind him. Surviving on his reputation, he speaks for enormous fees, lends his name to the letterheads of scientific institutions and half-heartedly heads a government-backed initiative to stop global warming. While he coasts through professional life, Beard’s personal life is another matter entirely. His fifth marriage is crumbling under the weight of his infidelities. But this time the tables are turned: his wife is the one having an affair, and Michael realizes he is living in love with her.



**The Dragon’s Gift: The Real Story of China in Africa**  
By Deborah Brautigam, 300pp, Oxford University Press, \$29.95

This book provides the first comprehensive account of China’s aid and economic cooperation overseas. Brautigam tackles the myths and realities, explaining what the Chinese are doing, how they do it, how much aid they give, and how it all fits into their “going global” strategy.



**Plan B 4.0: Mobilizing to Save Civilization**  
By Lester R. Brown, 384pp, W. W. Norton & Company, \$16.95

As fossil fuel prices rise, oil insecurity deepens and concerns about climate change cast a shadow over the future of coal, a new energy economy is emerging. Wind, solar and geothermal energies are replacing oil, coal and natural gas at a pace unimaginable even a year ago. The book explores the nature of this transition and how it will affect our daily lives.

(By He Jianwei)



# Warm up for the World Cup



## 11 simple rules

An article purportedly by a housewife who married a soccer fan has been making the rounds online the last few months. In it, the housewife details the 11 rules her husband set for their house during the World Cup.

"Learn something about the history of soccer," "take care of all the housework, and that includes kids, food and laundry," "don't touch the remote when I'm watching the match," "you can watch, but don't try to tell me about your day."

The rules may come across as off-putting to all but the most hardened of soccer fans, but those fans see such eccentric lists as the only guarantor of their happiness this month.

Zhang Yi, 28, has only been married for five months. This year he will sit through his first World Cup with a wife who is acutely disinterested in all things sports.

As a pharmaceutical sales representative, Zhang's job is flexible enough to give him time to watch most of the matches. He is scrambling to finish a backlog of work before June 11, opening day.

"I printed the 11 rules and stuck them to our fridge. My wife knows nothing about soccer and I think it's a good chance to develop a new common interest. I don't think the rules will harm our relationship. She took it as a joke or a friendly reminder," Zhang says.

But what good is quiet during the World Cup without a Hi-Fi system?

Wang Chunnan has been a soccer fan since the 1990 World

Cup in Italy and has never missed watching a match the past 20 years. For this year's Cup, Wang turned his apartment into a home theater.

In front of the sofa is a new 100-inch projection screen hanging between two speakers.

"With friends and beer, the room will really be a home theater," Wang says.

Time is another problem for some.

Tony Zhu, a music promoter, gave up the TV that came with his rented apartment and opted instead to upgrade his ADSL connection to 4 megabits per second to watch the high-definition online stream.

Zhu pulled all the live concerts under his label through the next month so he can be a full-time soccer fan. One of his friends will come to Beijing to join in the fun.

"Actually, the World Cup might take a bite out of Beijing's nightlife which could cause poor concert returns if we stuck to the schedule," Zhu says.

The World Cup adds too many uncertain factors, especially when expat audiences are important to the tickets sales. No live agent is willing to organize a Beijing gig for Danger, a French electronic music artist, because the French soccer team would be scheduled to play the same day.

"Freelancers like me are not the only people skipping work for the World Cup. My friend who is coming to stay with me is an office clerk. He scheduled his yearly leave in June and asked for a second week off," Zhu says.

By Wang Yu

Every four years 1.6 billion soccer fans from around the world unite to celebrate one thing: the World Cup.

This year it's South Africa's turn to hold the world's biggest soccer event with 32 top teams.

Chinese fans are used to the national team being absent. Local football clubs will end up forgotten in June as fans form new allegiances to big-name soccer teams from Europe and South America.

A week before the opening match between South Africa and Mexico, Chinese fans are busy preparing for a month of late-night game viewing.

## Journey south

No matter how much a soccer fan does on his home, the best World Cup experience is to be had at the stadium.

Luoxi, a soccer lover from Shenyang, Liaoning Province, went to his first World Cup in 1998 in France. This year will be his fourth trip abroad as he follows the Cup.

His presence at each game has earned him a local nickname as the "emperor of fans." Once in South Africa he will play himself in a movie about the World Cup competition.

It was a month ago that Luoxi got a call from a female director, Xiaojiang, about shooting the movie. He accepted her invitation before he read the script.

The movie is a comedy about the misadventure of a few Chinese soccer players and fans who go to the World Cup in South Africa. The actors and players will play themselves. However, Luoxi's role is significant because this is not the first time a director has called on his enthusiasm: in 1989 he was cast in another soccer movie, and his performance as a fan was what brought him fame.

Besides love for soccer, Luoxi also does calligraphy. He selected his best pieces as gifts for Joseph Blatter, president of International Federation of Association Football (FIFA), and Diego Maradona, a former soccer



Luoxi, the "emperor of fans" will play himself in a movie about the World Cup in South Africa. CFP Photo

star who now coaches Argentina's team.

Ordinary fans without fame and funds have also made a pilgrimage to South Africa.

Liu Bo, a chemical worker in Zhuzhou, Hunan Province, is a core member of his local soccer fan association. He traveled China with his team every weekend during the past few years.

Liu says that people like him do not have enough money for comfortable trips. Every time, they bought the cheapest train tickets and took the first train home after a match to avoid paying for a hotel.

In June Liu will visit South Africa. He bought the ticket on the official website of FIFA but the airfare was beyond the means of a 2,000-yuan-per-month earner like himself.

Liu went to see the opening ceremony of the Beijing Olympics. It was hard to get tickets for the World Cup and Liu says that it will be a precious memory he will never forget.

To save money, he says he plans to sell two tickets and keep one for the quarter finals. The cheapest round-trip plane ticket was 5,000 yuan, and Liu plans to fly home the day after the match.

Now he is searching for cheap room and board in Cape Town: if all else fails, he plans to sleep in the park for one night – it may not be safe, but Liu says he probably doesn't have enough money to be worth robbing.

"I'm not the only one doing this. Money doesn't matter to soccer fans. Actually, rich people usually don't share this kind of passion for the game," Liu says.

CFP Photo

# Green is for relaxation and beauty

By Annie Wei

BP' shop cannot compete with the Liangma and the Laitai flower markets in product quantity, but it makes up for that with creative presentation and after-sales service.

The plant and flower boutique at Park Life was established by three young men in advertising and design who say plants can help stressed-out urbanites to relax. They sell flower bouquets (99 yuan) arranged by their Japanese flower designer and interesting plants in stylish pots, which create a soothing atmosphere.

The shop also offers after-sales service, like classes on planting, tips on how to care for plants and suggestions on what plants and pots are best for the bedroom, living room and dining room. Small plants usually cost 29 to 39 yuan; medium-sized plants 79 yuan; and large plants 139 yuan.

The owners' attention to detail is as much for the plants as for their customers: "Each plant is a living thing that deserves care," the shop's regional manager, Lu Mingzhe, said.

Many families prefer fish as pets because they have good feng shui and are quiet – unlike their canine and avian counterparts – but fish owners know how easily the animals can die. BP's shop's Reef One aquariums, imported from the UK, may help solve the problem: the tanks use a filtration system with an easy-to-change chemical-filter cartridge that is replaced once the chemicals run out – and before the mechanical filter gets blocked with dirt. This system ensures that the water conditions remain healthy for fish.

The aquarium's ceramic base also serves as a "biological filter," which promotes the growth of good bacteria. Unlike traditional aquariums, the base cannot be detached when the tank is cleaned, ensuring that the good bacteria are not killed.

Reef One, which costs 2,000 to 7,000 yuan, depending on the size, have become popular overseas and are being sold for the first time in Beijing through BP's shop.

## BP's shop

Where: B58, Basement, Yintai Center, 2 Jianguomen Wai Dajie, Chaoyang District

Open: 10 am – 9 pm  
Tel: 13811080774  
(look for Lulu)



Reef One aquariums, 2,000-7,000 yuan

## BP' shop's tips for growing plants at home

### Plants with big leaves

1. Sun: they need sunshine but should not be kept under the sun for too long. Give them a day or a day and a half's sunshine every week, but skip the noonday sun; sunning in the morning or late afternoon is best so the leaves don't get burnt. In winter when there is less sun, use a daylight lamp.

2. Water: when watering the plants in summer, make sure to spray the leaves to keep them moist. In winter – since many big-leaved plants are from the tropics and like warm weather – water them less and avoid using water that is too cold; otherwise the leaves will turn yellow or die easily.

3. Wind: Keep the plants in a well-ventilated area.

### Plants with thick and moist leaves

1. Sun: the plants like warmth and prefer enough – but soft – lighting, so place them in a cool spot in summer. They need more sunshine in winter, but try to keep them indoors where the temperature is above 7 C.

2. Water: water them more as they grow. Water them at the roots but not at the leaves, otherwise, the leaves will rot easily.



Small plants, 29-39 yuan



Cactus, 39 yuan



Thick-leaved plant, 128 yuan



Flower and fruit box, 188 yuan

Photos provided by Lu Mingzhe



# Affordable Japanese and hotel fare

By Annie Wei

Summer offers more affordable dining options, such as barbecue stands with cheap beer and seasonal Chinese dishes served outdoors. Since this is the season to get satisfied on the cheap, *Beijing Today* surveyed the central business district for inexpensive versions of food that would normally leave a hole in your pocket.

## Japanese grills for 5 yuan and up

By Annie Wei

Tongli Studios presents a new Japanese grill that offers good food and ambience at an equally good price: Banana Fish. Its grill menu offers options ranging from 5 to 50 yuan an order.

The restaurant specializes in grilled fish, such as salmon steak (38 yuan), tuna (38 yuan), Pacific saury (18 yuan), smelt (12 yuan), salmon head (28 yuan), olive flounder (58 yuan) and seven types of mackerel (18 yuan). The smelt and mackerel, less than 20 yuan an order, are great deals in any part of Beijing.

It also offers grilled meat and vegetable skewers, like garlic skewers for 3 yuan and ginkgo, eggplant, chicken and lamb skewers for 5 yuan each. We like the grilled asparagus (5 yuan), sweet potato (5 yuan) and corn (5 yuan).

For red-meat eaters, we recommend the grilled pork ribs with honey barbecue sauce (38 yuan).

Diners looking for a sumptuous appetizer should try the tuna carpaccio (25 yuan), banana seafood ceviche (33 yuan), San Francisco salad (28 yuan), char-grilled steak salad (28 yuan), chicken breast Caesar salad (25 yuan) or rocket pear and parmesan salad (25 yuan).

For grilled mains, there's the blackened squid (35 yuan), tender with a hint of spiciness. Tiger prawns with mango salsa (38 yuan) is a must for anyone who likes sweet-and-sour food.

Banana Fish has a good selection of cocktails too. This writer likes the monsoon (35 yuan), a mix of sake, blue curacao, peach liqueur and lime juice, as well as Baring Straits of Sake (35 yuan): amaretto, apple juice and vodka.

The restaurant, which occupies half of Tongli Studios' third floor, is tastefully decorated, creating a cozy atmosphere. It has big tables for group gatherings, as well as private seating for friends and couples.

### Banana Fish

Where: 3/F Tongli Studios, 19 Sanlitun Lu, Chaoyang District

Open: 10 am – 2 pm, 5-10 pm

Tel: 6415 7166



Grilled mackerel, 18 yuan



Grilled blackened squid, 35 yuan



House cocktail, 35 yuan



Grilled vegetables, 5 yuan per serving

Photos by Ding Chunhan



Sushi, 38 yuan



Strawberry cheesecake, 120 yuan per kilogram

Photos provided by Park Hyatt

## Lunch or dessert break at Park Hyatt

By Annie Wei

SOHO New Town offers a variety of restaurants and cafes to office workers on a lunch break. But on days when the commercial area's frenzied atmosphere is simply intolerable, Park Hyatt – a block away – presents relaxing and elegant dining for people on a budget.

Sunshine Kitchen, at the hotel's ground floor, serves traditional Hong Kong dishes. We especially like its selection of Cantonese soups, which gives customers 12 choices per day, unlike most Hong Kong restaurants in town that provide only two because of the long cooking time.

The soup menu includes boiled duck with winter gourd and rice (12 yuan small bowl, 48 yuan large), boiled pig lung with fig and vegetable heart (18 and 68 yuan), stewed octopus and meat with gourd (18 and 68 yuan) and stewed abalone and chicken (42 and 168 yuan). The soups, which are stewed for at least four hours, are a good way to combat the dry, hot summer.

After a small bowl of soup as starter, order a quick, stir-fried dish to share with colleagues, like sliced eel with pepper and soy sauce (38 yuan), scrambled egg with dried radish and shrimp (32 yuan), braised sea cucumber with bamboo shoot and Chinese yam (68 yuan) and sauteed beef fillet with black pepper and scalion (38 yuan).

Diners who are in the mood for Sunshine Kitchen's specialties should try the homemade roast suckling pigeon (28 yuan) and steamed rice in casserole (28 yuan), which is rice cooked with either sausage, fermented soybeans, pork ribs, chicken, salted fish, mushroom or beef. There is also sauteed crab spicy flavor (138 yuan), whole crab fried with garlic and peppers.

Popular summer orders are homemade drinks like pear juice (15 yuan) and desserts like green bean paste with dried orange peel (12 yuan).

Office workers hoping to relax with coffee and dessert can head to Park Hyatt's coffee bar, popular among Beijingers who love baked goods. Japanese pastry chef Kiyoshi Utsumi whips up its specialties, such as strawberry cheesecake (120 yuan for 1 kilogram), macaroons (45 yuan per box) and French pastries (40 yuan per piece).



Macaroon, 45 yuan per box



Grilled goose meat, 45 yuan

Photo by Ding Chunhan

### Sunshine Kitchen

Where: B27-B29, Park Hyatt, 2 Jianguomen Wai Dajie, Chaoyang District

Open: 11 am – 9 pm

Tel: 8517 2099

### Park Hyatt coffee bar

Where: Ground Floor, Park Life, Beijing Yintai Center

Open: 10 am – 9 pm

Tel: 8567 1834

# Art of two cities

By He Jianwei

Contemporary art is helping narrow the 19,000 kilometers and 13-hour time difference between Beijing and New York City.

Pieces from the Domus Collection, a contemporary art collection established by Richard Chang in 2008, were unveiled at the Ullens Center for Contemporary Art (UCCA) last Sunday. The exhibition, "Roundtrip Beijing - New York Now Selections From the Domus Collection," presents the work of nine artists in their 30s from New York and Beijing, who have created snapshots of the two cities superimposed.

"These young artists have abundant curiosity and use a vast range of materials and methods to explore and make sense of the world," Jerome Sans, curator and director of UCCA, said. "Their work helps us to better understand and communicate with each other. They're bringing our cities closer together and creating an exciting convergence."

The four artists from New York and five from Beijing experimented, in part, with elec-



Terence Koh, one of the artists, did a performance at 798 Art District last Sunday.

Photo provided by UCCA

tronic media to portray the creative and artistic energy flowing in each city.

Li Hui, for instance, created dazzling LED installations to redefine light and space, while Cao Fei explored youth culture and the boundary between the virtual world and reality through video and installations.

"As magnets for young, aspiring talent, New York and

Beijing are twin cultural incubators breeding a new generation of globally minded artists and collectors," the introduction to the exhibition said.

Chang, director of Tira Holdings, a family-owned investment firm, divides his time between New York City and Beijing. He began collecting art in 1997, and decided to establish the Domus Collection to share his passion

for art with Beijingers.

## Roundtrip Beijing - New York Now Selections From the Domus Collection

Where: Ullens Center for Contemporary Art (UCCA), 798 Art District, 4 Jiuxianqiao Lu, Chaoyang District

When: Until July 4, daily except Monday, 10 am - 6 pm  
Admission: 15 yuan  
Tel: 8459 9269

## 5 Friday, June 4

### Movie Gli amici del bar Margherita (Friends at Margherita

Cafe, 2009)

An 18-year-old guy, who everyone calls Kid, dreams of becoming a regular at the mythical Margherita cafe, located under the portico across from his family's home.

Where: Italian Cultural Institute, 2 Dong Er Jie, Sanlitun Lu, Chaoyang District  
When: 7:30 pm  
Admission: Free  
Tel: 6532 2187

### Nightlife

#### Brain Failure

This Beijing-based punk rock band counts The Clash and Rancid among its influences.

Where: Star Live, 3/F Tango, 79 Heping Xi Jie, Dongcheng District  
When: 8:30 pm

Admission: 60 yuan advance purchase, 80 yuan at the door  
Tel: 6402 5080

### Exhibition

#### Wild Gathering

Photographers and fashion designers present their take on youth culture.

Where: Beijing Angle Modern Art, 4/F Tower 1, China View, A2 Gongti Dong Lu, Chaoyang District

When: Until June 12, daily, 11 am - 6 pm  
Admission: Free  
Tel: 6561 8327



## 6 Saturday, May 29

### Exhibition Don't Hang Your Faith on the Wall

This is the first exhibition organized by Madeln, a cultural production company founded by Shanghai artist Xu Zhen last year. Each work is named after a popular quote, among them: Milan Kundera's "The struggle of man against power is the struggle of memory against forgetting" and Deng Xiaoping's "Democracy is our goal, but the country must remain stable."

Where: Long March Space, 798 Art District, 4 Jiuxianqiao Lu, Chaoyang District  
When: Until July 18, daily except Monday, 10 am - 6 pm  
Admission: Free  
Tel: 5978 9768

### Movie

#### Forgetting Dad (2008)

In this German documentary, a 45-year-old man suffers from amnesia after a car acci-

dent and starts a new life with a new wife, far away from his original family. Sixteen years later, his eldest son, armed with a video camera, investigates why his father's memory never returned.

Where: Broadway Cinematheque, 2/F Building 4, North section of Museum of Modern Art (MOMA), 1 Xiangheyuan Lu, Dongcheng District

When: 1:15 pm, 7:40 pm  
Admission: 60 yuan  
Tel: 8438 8258 ext. 8008

### Nightlife

#### Zhao Zhao Folk Night

Zhao plays acoustic folk music on guitar, flute, harmonica and drums.

Where: Weibozhiyan Club, Room 2308, 3/F North Building, SOHO Shangdu, 8 Dongdaqiao Lu, Chaoyang District  
When: 9 pm  
Admission: 30 yuan advance purchase, 40 yuan at the door  
Tel: 5900 0969

## 7 Sunday, May 30

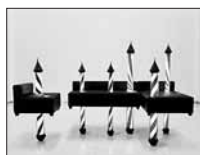
### Movie Vehicle Missing (2008)

After graduating from college, Wang Yi, a young Muslim, becomes an insurance salesman. He struggles with his job and his family's objections to his chosen career. At the same time, he is under pressure to marry a Muslim woman on a date set by his family.

Where: Caihuoche Cultural Salon, 46 Fangjia Hutong, Dongcheng District  
When: 2 pm

Admission: Free  
Tel: 6406 0658

### Exhibition



#### Kalpastival of Photography

The exhibition presents the works of five Chinese photographers who have been invited to participate in Madrid Foto 2010.

Where: Iberia Center for Contemporary Art, 798 Art District, 2 Jiuxianqiao Lu, Chaoyang District

When: Until June 27, daily except Monday, 10 am - 6 pm  
Admission: Free  
Tel: 5978 9530

### Nightlife

#### Piano Recital by Tigran Hamasyan

Armenia-born Hamasyan won the grand prize in instrumental jazz at the 2003 Jazz a Juan Revelations as a teenager.

Where: Forbidden City Concert Hall (inside Zhongshan

Park), 18 Zhaodengyu Lu, Xicheng District

When: 7:30 pm  
Admission: 30-380 yuan  
Tel: 6417 7845



## Upcoming

### Nightlife

#### Jeans Team & Pitchtuner

Two bands present the best of Berlin electronica.

Where: Yugongyishan, 3-2 Zhangzizhong Lu, Dongcheng District  
When: June 9, 9 pm

Admission: 50 yuan advance purchase, 80 yuan at the door  
Tel: 6404 2711

## Stage in July

### Concert

#### Musica Alta Ripa - German Baroque Music Ensemble

Where: Forbidden City Concert Hall (inside Zhongshan Park), 18 Zhaodengyu Lu, Xicheng District

When: July 2, 7:30 pm  
Admission: 30-380 yuan  
Tel: 6417 7845

#### Yuja Wang and the China NCPA Concert Hall Orchestra

Where: Concert Hall of the National Center for the Performing Arts (NCPA), 2 Xi Chang'an Jie, Xicheng District

When: July 3, 7:30 pm  
Admission: 80-480 yuan  
Tel: 6655 0000

#### China National Symphony Orchestra

Where: Peking University Hall, 5 Yiheyuan Lu, Haidian District

When: July 11, 7 pm  
Admission: 40 and 50 yuan  
Tel: 6275 8452

#### Garrick Ohlsson Piano Recital

Where: Concert Hall of the National Center for the Performing Arts, 2 Xi Chang'an Jie, Xicheng District

When: July 11, 7:30 pm  
Admission: 100-400 yuan  
Tel: 6655 0000

### Dance

#### Our Sky

Where: Opera House of the National Center for the Performing Arts, 2 Xi Chang'an Jie, Xicheng District

When: July 25-26, 7:30 pm  
Admission: 80-400 yuan  
Tel: 6655 0000

### Drama

#### Can Three Make It - Part I

Where: 46 Theater, 46 Fangjia Hutong, Dongcheng District

When: July 2-4, 7:30 pm  
Admission: 50-280 yuan  
Tel: 6417 0058

#### The Poison

Where: Multi-Purpose Theater of the National Center for the Performing Arts, 2 Xi Chang'an Jie, Xicheng District

When: July 14-18, 7:30 pm  
Admission: 180-320 yuan  
Tel: 6655 0000

### Opera

#### Sun Snow

Where: Opera House of the National Center for the Performing Arts, 2 Xi Chang'an Jie, Xicheng District

When: July 1-3, 7:30 pm  
Admission: 80-480 yuan  
Tel: 6655 0000

(By He Jianwei)



# Color tips to boost your charm

By Chu Meng

Colors may be ubiquitous in their mystery. Why is it that people feel more relaxed in green rooms? Or that weightlifters do their best in blue gyms? Why are covers of love-affair novels pink and horror novels black?

Why do girls tend to be more uneasy on their first date if they wear white? And why can some colleagues keep their plans exclusively in yellow notebooks?

"Colors, like facial expressions, follow changes in emotion," said Pablo Picasso. Color is a meaningful constant for sighted people and it is a powerful psychological tool.

By using color psychology, people can send a positive or negative message, encourage work efficiency, charm someone of the opposite sex or stay fit.



## Color psychology as therapy

US biological psychologist Florence Littauer classified people's personalities into four categories — red, yellow, blue and green, meaning dynamic, powerful, perfect and peaceful — in the 1970s. Today his list has been widely adopted.

Le Jia, 36, is the founder of Color Personality Center of China and the first Chinese color psychologist.

"As we look around us, we observe a variety of personality traits among people. Some people are very outgoing and fun-oriented, while others are quiet and introspective," Le said. What color psychology does is to tap one's perceptions of color to improve personality and emotions.

Le said red stimulates the body and mind and increases circulation, while yellow is thought to stimulate the nerves and purify the body. Blue soothes illnesses and treats pain, while green symbolizes nature.

Extensive research has found the following color associations to be generally accurate:

### Red:

If one wants to draw attention, use red. The eye looks first to this color. Red is the color of energy and is associated with movement and excitement. People surrounded by red find their heart beating faster and often report feeling out of breath. The moods of red lovers tend to fluctuate rapidly.

Wearing red clothes will make you appear a bit heavier and certainly more noticeable. Some studies show red cars get more tickets but that may be because the owners drive faster or the traffic cop is more prone to notice the movement of red cars.

Red is the symbol of life. For this reason, it is worn by brides in China. Red is used at holidays that are about love and giving such as red roses and Valentines hearts.

### White:

For most of the world this is a color associated with purity, cleanliness and safety. Fans of white aspire to perfection and idealism in careers and love. That is why brides have worn white wedding dresses for thousands of years.

However, maybe for the same reason, white is a color of coldness. Girls should always avoid wearing white on a first date.

White is the convergence of all the colors in the spectrum. Therefore, white is also a color that can be easily affected by the outside world.

### Black:

Black is a color of authority and power, stability and strength. It is a serious color that evokes strong emotions; it is easy to overwhelm people with too much black. It is also the color associated with intelligence, looking at the gowns worn at masters' graduations and at given to most high-tech digital products.

While black clothes make people appear thinner, it is a color of mystery, distance and coldness: never of love. Statistics show that girls in black are least attractive to the opposite sex when dating.

### Pink:

The true color of love is pink. Pink is the most calming of all colors. Think of pink as the color of romance, love and gentle feelings. To be in the pink is to be soothed. Often our most dangerous criminals are housed in pink cells as studies show that the color drains the energy and calms aggression. That is also why most children's hospitals and kindergartens are painted pink. Women, especially those from a well-off or well-educated family, tend to prefer pink. They prefer to stay at home dreaming rather than acting.

### Purple:

What color were the robes of kings and queens? Purple is the most royal color and is associated with wealth, prosperity and rich sophistication. This color stimulates the brain to solve problems. However, when overused in a common setting it is associated with artificiality. Use purple carefully to lend an air of mystery, wisdom and respect. Young adolescent girls are most likely to select nearly all shades of purple as a favorite color.

### Green:

Green is the color of nature, peace, harmony and clean energy. Dark forest green is associated with conservatism, generosity and masculinity, and fresh farmland green is associated with fertility, wealth and hope.

It is also the color of envy, good luck, wealth and money. People who love green tend to have very strong social skills but are sensitive to everyone and everything around them. They are curious, but usually not athletic.

### Yellow:

Cheerful yellow is the color of the sun and is associated with laughter, happiness and good times. A person surrounded by yellow feels optimistic because the brain releases more chemicals in the brain when around this color.

It is the color associated with optimism, but be careful with yellow: when intense, it is the color of flames and studies show babies cry and tempers flare more often in bright yellow rooms. It has the power to speed up metabolism and bring out creative thoughts.

### Blue:

Ask men their favorite color and a clear majority will say blue. Much of the world — skies and seas — is blue. Seeing the color blue actually causes the body to produce chemicals that are calming.

But that is not true of all shades of blue. Many bedrooms are blue because it is a calm, restful color. Over the ages, blue has become associated with steadfastness, dependability, wisdom and loyalty. Just look how many uniforms are blue. For the same reason, blue in offices motivates employees to use their best judgement and work as a team.

## Use colors to lose weight, find love

Color psychology is a complicated field of study. Some studies have been used to help people to improve their charm index.

"Blue is the best color to help one to lose weight," Le Jia said. On one hand, people tend to be more productive in a blue room because they are calm and focused on the task at hand.

Some studies show that weight lifters can lift more in a blue gym — in fact, nearly all sports are enhanced in blue surroundings.

It also helps to reduce one's appetite. Using blue tablecloth, blue dishes and cold light in the dining room will make eating less desirable. Moreover, since blue is calming, it can alleviate

the bad moods that are likely to prompt gorging.

Le provided exclusive color tips for women on their first three dates. He said women should never wear white, black or dark blue dresses on their first date because those colors are cold, mysterious and conservative.

"Instead, light purple and light

pink are best choices for the first and second dates, because these two colors can stimulate the production of female hormones," he said. On the third date, if the relationship is going smooth, a woman can consider trying a white dress to provide a surprise of purity and cleanliness to arouse her date's curiosity.

# A town erased from the map

## Chongqing nuclear plant ready to reveal secrets after 40 years



The nuclear reactor hall, as large as a soccer field, forms the core of the underground plant.

By Zhang Dongya

Chongqing's 816 Underground Nuclear Plant, established in 1967 to manufacture nuclear weapons, is unveiling its mysteries to the public. It was declassified as a military installation in 2002, and opened its doors to tourists in April.

People who helped build it returned to reminisce, joining hundreds who sought to discover its long-held secrets.

### Largest man-made cave

The nuclear plant, located in the city's Fuling District, was built inside what is called "the world's largest man-made cave."

The plant has 18 main caves and 130 tunnels, roads and subcaves stretching more than 20 kilometers. Its ventilation system enables the complex to maintain a temperature of 25 C year round.

From the cave entrance, people need to walk another kilometer before reaching the plant proper. The main tunnel going to the plant is 400 meters wide, enough to fit two cars running side by side. On the tunnel walls are slogans written in red characters, reminding visitors of the mood during the Cultural Revolution (1966-1976).

The plant has a total of 19 entrances, including specific passageways for employees and vehicles, as well as wind tunnels, drainage channels and barns for storing food and weapons.

The tour guide said the cave was built to withstand a magnitude 8 earthquake and atomic and hydrogen bomb in the event of a war.

Only a tenth of the plant is open to tourists, but the area includes the all-important nuclear reactor hall. It is as large as a soccer field and, at 79.6 meters high, is as tall as a 20-story building.

The bottom of the reactor, which resembles a cauldron, has 2,001 holes, each seven or eight centimeters in diameter. The "cauldron" itself, designed to initiate, control and sustain a nuclear chain reaction, is 20 meters in diameter and five meters deep. It is equipped with a pump that regulates temperature, as well as a safety pump in case of emergencies.

The reactor is run by powerful computers – the most advanced in the 1980s – located in the central control room. The room also contains a huge control panel with 2,001 holes, which connect computer cables to the reactor. Since the reactor was never used, visitors do not need to fear any radiation.

Continued on page 21...



The nuclear plant, opened to the public 40 years after it began construction, is guarded by soldiers.



The nuclear plant was built inside what is called "the world's largest man-made cave."

CFP Photos





... continued from page 20

### Visit to a difficult past

Former Prime Minister Zhou Enlai approved the construction of a nuclear weapons plant in 1966, a highly confidential government operation at the time. Chongqing's Baitao Town in Fuling District was selected for the project, chosen for its abundant supply of water from the Wu River and the dense forest cover of Wuling Mountain. The town's name disappeared from Chinese maps once plans for the plant received the green light.

Construction work began in 1967 and continued for 17 years, involving as many as 60,000 people, most of them soldiers. Work halted in 1984 – just before the nuclear plant could be completed – because of changes in the international climate that affected Chinese security policy.

People who helped build it, including engineers and masons, who are now in their 60s and 70s, returned to visit when the plant welcomed tourists in April. One of them was Bian Lianhai, 66, a former soldier, who said builders used jet concrete.

Most of them worked in the plant secretly, concealing even from their spouses their real jobs for more than a decade. They said life there was very hard: there were no houses, so they lived in tents – sometimes more than a hundred people to a tent. Thankfully, local peasants made them straw beds to lie on, they said.

Outside the cave is a "martyr's cemetery" where 71 soldiers who died in construction accidents were laid to rest. Nearly a hundred men died during the eight years of punishing work digging tunnels on the mountainside.

### Future plans

The nuclear plant is expected to open more areas to tourists on October 16, to commemorate the completion of China's first atomic bomb in 1964. The unopened sections include the plant's third underground layer where the bottom of the nuclear reactor rests. It can be reached through a small door that looks like the watertight, pressurized door of a submarine.

Another is the depository for nuclear waste, which is as large as a soccer field. The hall is dark and has a very high ceiling, resembling a gothic church. Beneath it flows water from the Wu River, where the nuclear material was supposed to be soaked for a year before processing.

The tourism bureau of Fuling District said it plans to turn the plant into a museum to present national events 40 years ago.



Visitors can see powerful computers – the most advanced in the 1980s – in the central control room.



Former soldiers visit the martyr's cemetery, where soldiers who died in construction accidents were laid to rest.



A huge control panel in the control room contains 2,001 holes that connect computer cables to the reactor.

CFP Photos

On the tunnel walls are slogans written in red characters.

### 816 Underground Nuclear Plant

Where: Baitao Jie, Fuling District, Chongqing  
Open: 9 am – 4 pm  
Admission: 40 yuan  
Tel: 023-7259 3816

#### Travel notes:

1. The plant can be reached by train and then bus from downtown Chongqing. From the city's North Railway Station, hop on a train to Fuling District, a 1-hour ride. Transfer to a bus to Sanwo Town, which passes through the plant.
2. The plant is currently open only to tour groups, so individual visitors are advised to join a group of at least 15 people in order to get in.
3. The entire tour takes about an hour; each group is provided a free professional guide.

## Dining



### Champagne and oysters at Aria

This month, Aria is serving "the food of Aphrodite" paired with Piper-Heidsieck rose champagne with delectable oysters fresh from Tasmania. Four packages are available with champagne by the bottle or glass served with delectable oysters and caviar canapes.

Where: China World Hotel, 1 Jianguomen Wai Dajie, Chaoyang District  
Tel: 6505 5838

### Eating with Nemo

Dive headfirst every Friday into the freshest seafood in Beijing. Try Elements' sumptuous array of king crabs, freshly shucked oysters, lobster, caviar, prawns and salmon. Savor the flavor of a fresh catch with homemade condiments or have it steamed, fried or roasted to your taste at a live cooking station.

Where: Elements, Hilton Beijing, 1 Dongfang Lu, Chaoyang District  
When: Fridays, 6-10 pm  
Cost: 328 yuan with tea, coffee, free soft drinks, local beer and wine (15 percent service fee)  
Tel: 5865 5020



### Father's Day gift for 2010 FIFA

Present your soccer dad with a 2010 FIFA souvenir and a culinary trip to South Africa. Fathers save 30 percent on the dinner buffet and get free South African wines and draft beer this Father's Day during the restaurants' South African Food Festival. Watch the World Cup excitement on two large screens at Dynasty Plaza. Passionate African folk dances will make the day a memorable celebration.

Where: Sunworld Dynasty Hotel, 50 Wangfujing Dajie, Dongcheng District  
When: June 20, 6-10 pm (dinner)  
Cost: 258 yuan for South African Food Buffet (15 percent service fee)  
Tel: 5816 8888 ext. 8298 or 8299



### Fountain Lounge afternoon tea

Pamper yourself with a wide selection of savory items and unlimited servings of tempting desserts created by skilled pastry chef Victor Hasting starting May 22. Weekend afternoon tea features signature dishes like traditional cucumber finger sandwiches, Scotch quails egg, chocolate mud cake, traditional English scones and assorted cupcakes. An array of fine teas, coffees and specialty ice teas make the afternoon complete. A traditional afternoon stand of sweet and savory delicacies is served Monday to Friday.

Where: Grand Hyatt Beijing, 1A Dong Chang'an Jie, Dongcheng District  
When: 2:30-5 pm  
Cost: 168 yuan per stand (for two) weekdays, 138 yuan per person weekends  
Tel: 8518 1234 ext. 3602 or 3607



### World Cup at Paulaner Brauhaus

Join soccer fans at Paulaner Brauhaus for one of the 2010 FIFA World Cup South Africa and support your favorite team. Beer and soccer are a perfect match. Specially brewed World Cup beer is available to spike your enthusiasm. The Soccer World Cup 2010 will play on screens throughout the award-winning restaurant, which is adding South-African culinary specialties to its menu. Pick the winning team for a chance at great raffle prizes.

Where: Paulaner Brauhaus, Kempinski Hotel Beijing, 50 Liangmaqiao Lu, Chaoyang District  
When: daily, 11pm-1am next day, June 11 - July 11  
Tel: 6465 3388 ext. 4212

## Medical service

### Arrail Dental wins venture investment boost



Zou Qifang, president of Arrail Dental, signed a financing agreement with Kleiner Perkins Caufield & Byers (KPCB), a well-known Silicon Valley venture capital firm, and Qiming Ventures in Beijing earlier this year. Arrail, a pioneer in the private dental market, said its \$20 million in venture capital would greatly help its expansion within the country.

Zou began offering high-end dental services in 1999, and since then Arrail has become a leading dental care brand. It has 16 clinics in Beijing, Shanghai and Shenzhen with 100 rooms staffed by 400 dentists.

Visit [arrail-dental.com](http://arrail-dental.com) for more information.

## Aviation

### Singapore Airlines and Spanair sign codeshare agreement

Starting May 17, Singapore Airlines passengers can connect at Barcelona's El Prat Airport to three domestic destinations in Spain under a codeshare agreement with Spanair. The codeshare allows Singapore Airlines' customers to travel on Spanair's services between Barcelona and Madrid, Barcelona and Palma Mallorca and Barcelona and Bilbao. Spanair customers can travel on Singapore Airlines' services from Spain to Singapore via Barcelona.

For further information, visit [singaporeair.com](http://singaporeair.com).

## Events

### Watch CCTV for World Cup

Join CCTV News every night for 2010 FIFA World Cup action. Tune in starting June 11 for nightly updates at 11:30 pm as presenters, commentators and celebrities give their take on the day's action. Meet top players and personalities from the 32 competing nations. CCTV News will introduce people from around the world as they come together to celebrate soccer.

### G&D Music Festival 2010



The G&D Music Festival 2010 is live at The Goose and Duck Ranch & Farm Countryside Resort with support from the government of Huairou. The festival will offer music and magic, competitions and celebrations with bands, DJ's, cheerleaders and swimsuit models. Enjoy food and fun with your family or friends. "Stay for The Day or Overnight" group packages are available.

Where: The Goose and Duck Ranch & Farm Countryside Resort, Bei Zhai, Huairou District  
When: June 13-17  
Cost: 100 yuan and up  
Tel: 5928 3045 or 46, 13311188413 (Chinese); 13901087774 (English)

## Hotel

### Luxury golf club by Gloria & Shengjing Golf

Gloria Hotels & Resorts signed a management contract with Shenyang Shengjing International Golf Club. General Manager of the Gloria Plaza Hotel Shenyang Wilson Liu will be overseeing operation of the Golf Club during its transformation into an international club with excellent services.

Visit [gloriahotels.com](http://gloriahotels.com) for information.

(By Sun Feng)



## Chinglish story

This column focuses on Chinglish mistakes in our daily life. If you have any experiences to share, send them to Wang Yu at wangyu2008@ynet.com.

# Writing with a different way of thinking

By Wang Yu

Try to forget your native language when you begin learning a foreign language. This is what many English teachers tell their students on the first day of class. Mastering a language involves not only memorizing vocabulary and knowing grammar, but also understanding how its native speakers think. To Chinese students who complain about the difficulty of speaking and writing English, I say this is more important than having textbooks for breakfast, lunch and dinner.

Stephen Wen, a very close friend, once asked me to polish his letter of resignation. He had been working for an American

IT company for five years and wanted to go back to school to get his master's. Like many Chinese people, Wen was afraid quitting would damage his good relationship with his boss, so he decided to leave after finishing a big project and then used many flattering words for his boss in his resignation letter.

The three-page letter was touching and the grammar was accurate; it was obvious my friend spent many nights putting it together. But I thought he said too much for a resignation letter – which should be brief and concise.

The first three paragraphs discussed his reason for leaving. Wen talked about his position at work, his family situation and his future plans. In the next five paragraphs, he spoke about "happy times" at the company and his gratitude toward his boss: "I'm extremely delighted to thank you for teaching me so much about the IT business" and "I heartfully wish you health and all the best."

I knew Wen showed me the letter, in part, to show off his composition skills. But as a friend, it was my responsibility to tell him what I honestly thought of his work. I found the "heartbreaking" and "never say good-bye to the friendship" parts inappropriate.

"I don't think your boss will give a shit about it," I said. "Why not?" Wen said. "You know, it took me two nights to translate the Chinese version into English. Do you want me to show you the Chinese letter too?"

"No ... never," I said, half jokingly. "The Chinese version is why your boss won't take a look at your letter. Never try to translate Chinese articles directly into English. Languages are not machines that work in fixed principles. And even when you've translated them into English, they will still bear the stamp of 'Chinese thinking' that foreigners find hard to understand. Anyway, how many Americans say 'heartfully' do something?"

"But I just wanted to express my appreciation ..."

"Of course, I know. But your boss won't. On the other hand, he may ask why this guy is saying too much in a resignation letter," I said. "Just tell him why and when you plan to leave and say thanks in the end. That's enough."

Wen is only one among many I know who write in a "Chinglish way." They translate every Chinese word into English using a dictionary, and seldom think about how their writing will come across to a native speaker.

As a Chinese reporter writing in English, I've learned to minimize the use of flowery words and stick to the facts – especially in news pieces. Western journalists think this is the way to show "the beauty of English." This is basically the way they express their thoughts: direct and without being muddled by unnecessary emotion.

Back to my friend's resignation letter: Wen finally cut the three-page letter into one page containing less than 300 words.

Was my good advice the reason that his former boss has now become a business partner?



## Chinglish on the way

This column aims to identify Chinglish in public areas. If you see any Chinglish signs, please send a picture of it to wangyu2008@ynet.com together with your name and address.

## Automatic guide, need not do any work

By Tiffany Tan

Before April this year, it had been about half a decade since I last used an audio guide on a museum tour. Operating those things involved punching in the code number for the display you wanted to hear about. Back in the mid-'90s, I remember getting a tape player at a museum in New York City!

Say that I've been hiding in a cave, but I was surprised to discover during my April trip to the ancient city of Pingyao – a UNESCO heritage site in Shanxi Province – that the latest audio guides involve no more work than putting on the earphones and pressing "power on." The machines

get triggered to life at important spots, and you can listen to the explanations even while riding a bike.

"The woman at the ticket booth said they're controlled by satellite," my travel companion, Du Ping, said, explaining the device's mechanism.

This is the context of what the sign above is saying. The audio guide is automatic, it says, and that you do not need to perform any operation (caozuo); each time a new exhibition is reached, it will automatically begin delivering an explanation.

The sign is right about one thing: "You need not do any work."



## Blacklist

This is a column of words or phrases commonly misused by Chinese speakers. If you're planning to be an English teacher, reporter or employee of a multinational company, then watch out for this page each week.

## 1. The summons were too late.

**Professor Zhu Shida (ZS):** In English, there are a number of words that look plural but are actually singular nouns. The word "summons" is one of them. It is a formal order or notice to appear before a court of law or judge and an urgent call for the presence or attendance of a person. For example, I waited in the office for a summons from the boss. Another similar word is "means." It is also singular though it looks like a plural noun. For example, I have to find an effective means to tackle this problem. A hammer is a means of driving a nail.

## Native speaker Steven Sandor

**(SS):** Just to add to the professor's list, here are a few more singular nouns ending in s that students sometimes miss: news, mumps, physics, vespers, diabetes.

## 2. Teeth and nail

**ZS:** The writer may have inaccurately remembered this idiomatic expression. The right expression is "tooth and nail," meaning doing something tenaciously. It functions as an adverb. As such expressions were shaped over a long period of linguistic development, they cannot be changed on a whim. Consider these examples: Are we postnatal? Not while we still fight tooth and nail over how Russian the composer Igor Stravinsky was. Or, They have to fight tooth and nail for the right to vote. In other cases of idioms, you have to use the plural form of tooth: They are armed to the teeth. The ladies are dressed to the teeth. He escaped by the skin of his teeth. In these cases a singular form of tooth would be wrong.

**SS:** As "tooth and nail" has become a set phrase, any attempt to modify it will sound off. However, there are some idioms which can be adapted or alluded to in the singular form. Consider the idiom "to have bats in one's belfry," which in idiom logic means someone crazy. If someone said, "Animal control called; they found your missing bat," it would be understood as an insult derived from that idiom.

## 3. The two corporations are edging away from a true trade war, but both are having the powder dry.

**ZS:** It is the expression "have the powder dry" that matters here. As we know, the correct expression should be "keep the powder dry" which means "getting ready." As it is the whole of an expression, you cannot change any part of it. The correct way of saying this is: The two corporations are edging away from a true trade war, but both are keeping the powder dry. It means "both are readying themselves for a true trade war." There is indeed an American slang "take a powder" which means "to go or run away; vanish; disappear." For instance, When the police arrived, the burglars took a powder over the back fence.

**SS:** I had to look this one up. That says something either about my age, about how much I read or about how dated this idiom has become. One of the key things about idioms is they go in and out of fashion: for instance, no one says "the bee's knees" anymore. It went out after the 1920s along with "the cat's whiskers," "the cat's pajamas," "the eel's ankle" and "the elephant's instep." When writing with idioms, it's a good idea to stick to ones that will be familiar to your target age group.

# Unthinkable (2009)

## Movie of the week

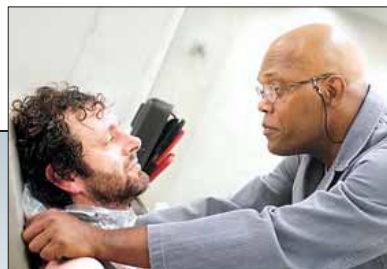
While this is a movie about counter-terrorism, don't expect to see any guns fired before the climax. *Unthinkable* is the sort of movie that gets people thinking about how far would they be willing to go to save a life. The story is simple, realistic and very current. Is torturing a prisoner with total disregard for his rights acceptable when he claims to have positioned three nuclear bombs in urban areas?

The acting by both leads is superb – Samuel Jackson and Carrie-Ann Moss are at their best. However, the storyline is not politically popular: it would be a surprise if this film comes up for any awards.

## Synopsis

The psychological thriller is centered around H, a black-ops interrogator, and Helen Brody, an FBI agent who presses a suspected terrorist to reveal the locations of three nuclear weapons set to detonate within the US.

As a senior interrogator, H is merciless to his prisoner. Not every one agrees that torture by any means is acceptable even when it may save thousands of lives.



## Scene 1

(After a first meeting with Yusuf Younger – the suspect – Helen Brody talks with H about his crazy behavior in the interrogation room.)

**Helen Brody (B):** I hear you're a specialist interrogator. Ex-army?

**H:** Made me the man I am today.

**B:** Is that how you work with colleagues? You beat them?

**H:** He's a cheap (1) sadist. Younger knows all about those techniques. He was trained by the army to withstand them. That stuff's not gonna work on him.

**B:** What are the chances they'll use you after that little show?

**H:** You thought that was a show?

**B:** You wanted the other interrogators to look like the bad guys.

**H:** They are the bad guys. So, you talked to Younger. Learn anything else about him?

**B:** A little. You?

**H:** Oh, no, that's his file there. This is yours. It's classified. I see why they picked you, though. Harvard Law, graduated with honors.

**B:** Who gave that to you?

**H:** Counter-terrorism. Good choice. Let me see what else. No boyfriends. And no children. Chose a career over a family. Better watch (2) that, they gonna think you're a lesbian.

## Scene 2

(Helen still cannot accept H's interrogation methods.)

**H:** You all right? You know, it hits everybody like that at first. You get used to it.

**B:** You didn't even question him.

**H:** So this blood on my jacket would be all right if I'd gotten some information?

**B:** Well, you're not gonna get any. You do this and he'll say anything you want, and none of it will be true. Physical torture doesn't work.

**H:** So, I guess that's why they've been using it since the beginning of human history, huh? For fun?

**B:** That's what makes you so special, is it? Our secret weapon against the enemy?

**H:** It's not about the enemy. It's about us. Our weakness. We're on the losing side, Helen. We're afraid, they're not. He's doubt, they believe.

**B:** We have values.

**H:** And our values have cost us how many lives? It's not about that guy out there. He's not the problem. You are.

**B:** Whatever happened to

rapprochement (3) building?

**H:** Takes time, possibly months. Look, this is a process. He has to believe I have no limits.

**B:** You're not even asking him questions.

**H:** That's your job.

**B:** No.

**H:** You want to work with me?

**B:** No!

**H:** How about working beside me? Take turns?

## Scene 3

(A bomb has just exploded.)

**B:** How could you do this? How could you?

**Yusuf Younger (Y):** You wanted proof. I needed a break. I can hold out now.

**B:** It was a shopping mall! Fifty-three people are dead!

**Y:** That was your fault. God loves them, they're martyrs, all martyrs.

**B:** Fifty-three of them. Fifty-three

bodies blown to pieces!

(Brody begins to cut Younger's body with a knife.)

**H:** Don't do it, Brody.

**B:** Shut up!

**H:** Don't.

**B:** Where are those bombs? Where are those fucking bombs?

**Y:** Do it! Do it! I love my country, you people crap on it! I love my religion and you people spit on it! Just remember something, I'm here because I want to be here! I let myself be caught because I'm not a coward. I chose to meet my oppressors face to face!

You call me a barbarian. Then what are you? What, you expect me to weep over 50 civilians? You people kill that number every day! How does it feel, Brody? This is not about me. This is about you! How does it feel? You have no authority here! None! There is but one authority and it is not you! You are a blight! You are a cancer! How does it feel, Brody?

## Vocabulary

1. **cheap:** not worthy of respect, vulgar

2. **watch:** here it means be careful about

3. **rapprochement:** relationship, especially one of mutual trust or emotional affinity

(By Wang Yu)

